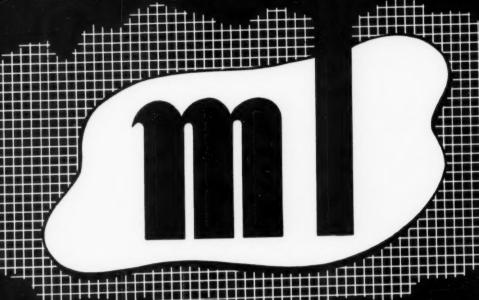
JODERN



HIGGRAPHY



Senelith Inks

were the first lithographic inks

made from dyestuffs

treated with sodium tungstate

for better sunfastness

and are still leading

with their outstanding resistance properties

The Senefelder Company, Inc.

"Everything for Lithography"

32-34 Greene Street

New York, N. Y.



"REPORT FOR SERVICE IN THE ARMED FORCES"

Only God can make a tree, but only man can fell it, haul it to the mill, and process it into pulp for the making of paper. The long arm of the manpower emergency is reaching into all industries. From timber line to mill, the paper industry is no exception.

War has first call . . . on men, on materials, on transportation, on products, on supply. But the output of American mills is vast —the resourcefulness of their operators has always been equal to the grimmest challenge.

There will be no false shortage of paper as in the summer of 1941. And if a shortage is true, it will be Government controlled - with

paper enough for all essential uses, including essential advertising and essential information.

"Paper Makers to America" will continue to produce its diversified line of Mead, Dill & Collins, and Wheelwright papers for every printed use . . . will continue to support its nation-wide network of informed merchants with consistent advertising. How will the country be served if business and industry neglect their own good will? There is no substitute for solvency as a source of paying for the war, and money makes the mare go . . . even the horses of war.

If you haven't seen the new Demonstration Portfolio of MEAD BOND, "The Bond of American Business," write today for your free copy.

Offering a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond, Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White, Printflex, Canterbury Text, and De & Se Tints.



SALES OFFICES

THE MEAD SALES COMPANY

230 PARK AVENUE, NEW YORK CITY

Philadelphia

THE MEAD CORPORATION



MAKE EVERY MAN-HOUR COUNT

Printing is helping toward maximum efficiency in all production and war effort. It is the instructor and the checker for nearly every operation. In a thousand ways it is a contributor toward a quicker peace.

Your work in producing this essential printing is important. Your time, too, is valuable. Your minutes and the presses

you operate should give maximum output.

You need good rollers to do this. They should be Bingham Rollers, made for the season, and properly used.

Check your rollers now. Replace any pitted, out-of-season, or poorly inking rollers. There is a Bingham representative near you, ready to serve you promptly.

SAM'L BINGHAM'S SON MFG. CO.

Manufacturers of Printers' and Litho-Offset Rollers

CHICAGO

Atlanta Cleveland Dallas Des Moines Detroit Houston Indianapolis Kalamazoo Kansas City Minneapolis Nashville Oklahoma City Pittsburgh St. Louis Springfield, O.

MODERN LITHOGRAPHY

PUBLISHED IN THE INTERESTS OF LITHOGRAPHERS EVERYWHERE



The Cover This painting, by Merrill A. Bailey appears on one of the Christmas cards of the American Artists Group, lithographed by Artcraft Litho & Printing Co., New York. For a reproduction of the first Christmas card and a presentation of lithographed cards of today and yesterday, see page 26.

December, 1942 Volume 10, No. 12

We've been reading much lately about the widespread Graphic Arts Victory Campaigns Committee and about tying up all printing to the war effort. On page 18 is some practical information on how, and the most up-to-theminute list of these government projects.

ONE OF THE PRESSING PROBLEMS in litho shops is the coating situation with regard to imported and domestic albumen. Don't miss our technical editor's discussion of latest developments and substitutes. (See page 28.)



Editor-In-Chief WAYNE E. DORLAND

Technical Editor IRENE H. SAYRE

Associate Editor ROBERT P. LONG

Advertising Manager Thomas Morgan

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MODERN LITHOGRAPHY

Reg. U. S. Pat. Office

Grant A. Dorland, President; Ira P. MacNair, Vice-President; Wayne E. Dorland, Secretary-Treasurer. Published monthly on the 15th by The Photo-Lithographer, Inc., Advertising and Editorial Office, 254 W. 31st St., New York, N. Y. Advertising Rates: Advertising rates made known on application. Closing date for copy—20th of the month previous to date of issue. Subscription Rates: \$3.00 per year in the United States, \$4.00 per year in Canada. Single copies, 30 cents. Entered as second class matter at the Post Office at New York, N. Y., under the Act of March 3, 1879.

Prominent Users of Strathmore Letterhead Papers: No. 34 of a Series



Paper, too, Plays its Part in

WINNING THE WAR

Today, on most of America's fighting ships, B. F. Sturtevant air-handling machines increase our Navy's striking power. Sturtevant equipment clears dangerous gas fumes out of submarines...ventilates the hulls of battleships, cruisers, destroyers and giant aircraft carriers.

Sturtevant equipment first goes into action on the drafting-board...on paper. And paper plays its winning part right through to that important point of contact: the company letterhead on Strathmore Bond.

Strathmore Papers are available to industry for letterheads that help to write a record of leadership for all who use them. A letter written on Strathmore Paper costs only a small percent more than a letter written on the cheapest paper you might buy. Such plus value, for so little cost difference, is sound business economy. Write us for detail of "letter" cost.

Strathmore Papers for Letterheads: Strathmore Parchment, Thistlemark Bond, Bay Path Bond, Strathmore Bond, Strathmore Script, Alexandra Brilliant and Strathmore Writing.

STRATHMORE MAKERS OF FINE PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

TODAY'S PICTURE

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.

This series appears in:

FORTUNE
TIME
BUSINESS WEEK
UNITED STATES NEWS
NEWSWEEK
FORBES
ADVERTISING &
SELLING
TIDE
PRINTERS' INK
SALES MANAGEMENT



Confined to implements of war-We must give thought to INK. Permit us here poetically, to tell in all sincerity A story of necessity-the use of PRINTERS INK.

The public never think of ink Yet they see it day by day. They see it everywhere they go. It is always on display.

It makes them sad or cheers them up Depending what they read. It thrills them to the nth degree When it tells of splendid deed.

It makes them mighty hungry too, When they see an "AD" on food With appealing taste to appetite That affects the stomach's mood.

It makes them rather thirsty On a summer's day we think, By a picture in the subway Of a long and cooling drink.

For study it's essential As food to feed the brain-To teach the young folks how to read-The youthful mind to train.

And as for war, let's frankly say, Despite what others think, For posters and all such display We must use COLORED INK.

Consider bonds and war stamps too With backing of our mint. Could we finance the war we say If they were not in print?

Think of the many magazines That dwell on varied subjects
If it were not for PRINTERS INK How could they serve the public?

So let's not mourn in black and white When color can cheer up our life, Bring harmony in place of strife, And give to all a restful sight.

Printing ink affects our lives in a thousand different ways, It remains forever with us from the cradle to the grave.

MAIN OFFICE AND FACTORY: 611 WEST 129TH STREET, NEW YORK CITY

Birmingham Charlotte Clevela Boston Chicago Dellas

Havana Kansas City MexicoCity Nashville New Orleans San Francisco Jacksonville Los Angeles Miami New Haven Philadelphia Seattle

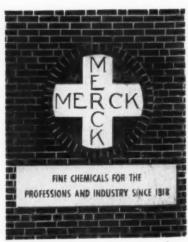
TO COAST



To produce a finished negative of the better type, you need better copy, better craftsmanship and better chemicals.

Merck chemicals for the graphic arts are better chemicals—

the kind that go a long way toward producing better results.



MERCK & CO. Inc.

Manufacturing Chemists RAHWAY, N. J.

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo. • Elkton, Va. • Chicago, Ill. • Los Angeles, Cal.

In Canada: MERCK & Co. Limited, Montreal and Toronto

What kind of Paper

would you use for wrapping lard?

• That's an easy question for a man in the lard business.

He has known the answer for years. It's a paper that will do three things: withstand *grease*, withstand *water*, retard *rancidity*.

But if you're in some other business—all this might never occur to you.

And that's where we come in.

We know quite a bit about what paper can do and must do under many situations.

We also know quite a bit about mak-

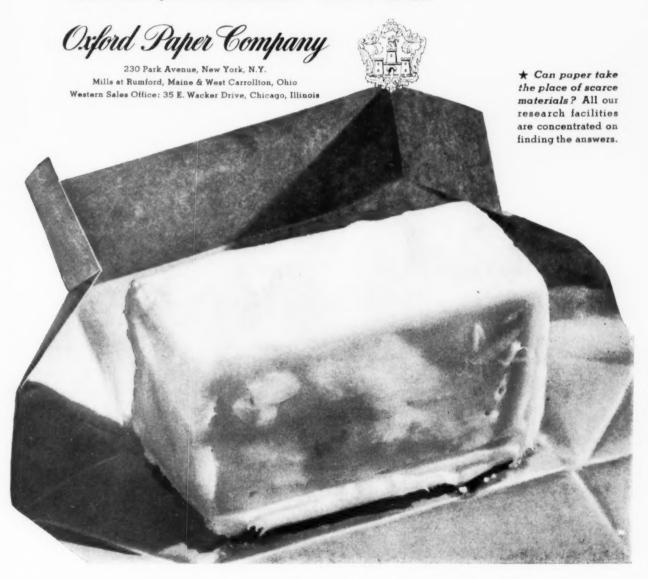
ing paper that meets odd specifications, because we've been making a thousand miles of paper a day.

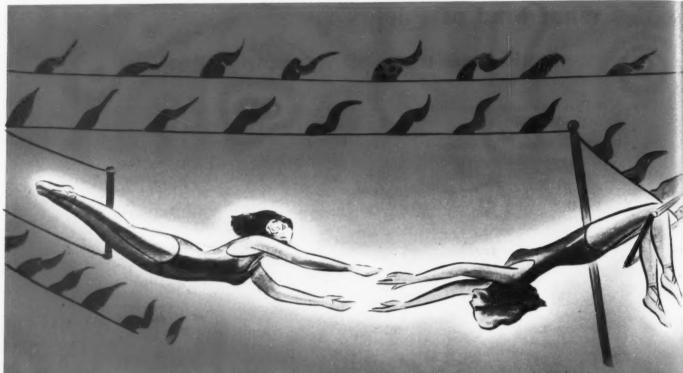
So if you have something to package—why not put your problem up to us?

Maybe we already have the paper you want. Maybe we'll have to develop it. Maybe it can't be done.

But in any case, we offer the resourceful thinking that's needed to find such things out.

Why not write us a letter and see what we can do?





The experienced aerialist swings free from her perilous perch . . . soars swiftly above the breathless audience, confident of the helping hands that will guide her to safety . . . and applause.

You know . . . every lithographer knows . . . that each day brings new war-born perils; new problems for which there is no precedent in past experience. You need belping bands to guide you!

The NAPL Offers You Helping Hands

Every member of the National Association of Photo-Lithographers receives a helpful

informational bulletin each month. The bulletins do not give news... they bring you usable, down-to-earth and up-to-date information that you need to cope with the problems that confront you every day.

These bulletins bring you facts regarding problems of Labor, Hours and Wages, WPB Priorities, Trade Practices, Costs and Estimating, Production Methods, Advertising and Seiling Ideas, Copyrights and other matters in which you need counsel and guidance.

If you value your business future you will learn all about NAPL Bulletins today.

MAIL THIS COUPON TODAY

NATIONAL	ASSOCI	ATION	OF	PHOTO-LITHOGRAPHERS
1776 Broadwa	ay, New	York,	N. Y.	

Dear Mr. Soderstrom: I am interested in knowing more about your work. Our press equipment is:

Executive Address City and State

THESE MEN KNOW

Here are excerpts from letters written by NAPL members who have used these bulletins . . . there are scores more. Ask to see them.

"Your letter was very helpful. Because of the emergency facing our entire industry I believe it is my duty to cooperate and support financially the trade association which most broadly represents my industry."

Colorgraphic Offset Co., Inc., New York,

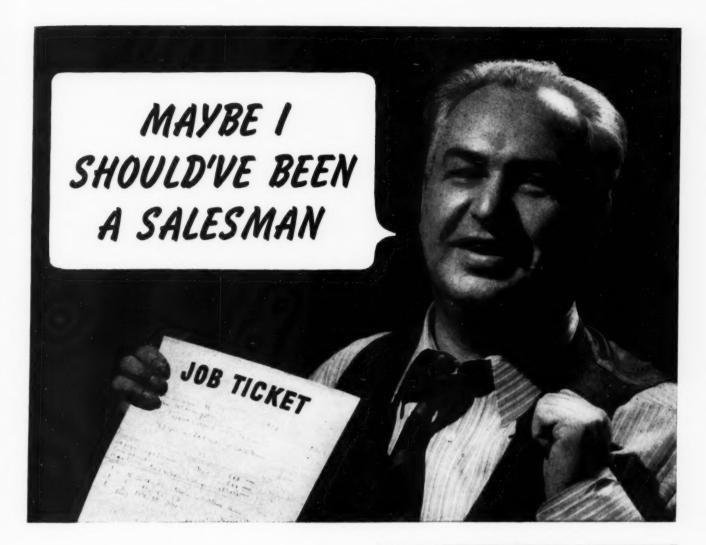
"You know it is the issuing of information of this kind from your office which makes one appreciate how valuable membership in the NAPL is."

Copifyer Lithograph Corp., Cleveland, O.

"Thanks for your fine telegram received. I can't tell you how much I appreciate your thoughtfulness and kind consideration of this

Wm. J. Keller Co., Buffalo, N. Y.

MODERN LITHOGRAPHY



See this whopping big war plant order? Well, the foreman—that's me—helped close the deal. You see, their Purchasing Agent doubts if our little place can handle such big orders as fast as the war effort demands.

"The boss tells me to do the convincing. So I let this fellow in on our little tricks for making a good job better, as we go through the shop. Wanted him to see we know our stuff.

"Tried talking his language, too. Stuff like production flow and plant controls." This makes him prick up his ears.

"And we come to the camera room. I hold up a negative to the light and show him its quality. Then I tell him how we avoid trouble right down the 'production line' by using Du Pont 'Photolith.'

"Well, it seems that name of *Du Pont* means something to industrial folks. Anyway, that's where he says we seem to have everything 'under control' . . . and asks for the dotted line."



SHEET FILM IS PROTECTED BY "LITE-LOK" No more fussing with many-fold wraps. Just lift the lid and pick up a film. Close and the box is light-tight again. The last film is as easy to get out as the first. Notice how the sides of the hinged

cover fit between double sides of box to form light-tight joints.

ROLL FILM IS EASY TO USE FROM A DIS- PENSER BOX. The film is wound on a core supported at both ends by bearings, to allow

film to be dispensed freely from the box, without danger of scratching the fine emulsion surface, or the base.



E. I. du Pont de Nemours & Co. (Inc.), Photo Products Dept., Wilm., Del.



PHOTOLITH GRAPHIC ARTS FILM

Better Things for Better Living . . . Through Chemistry



Printers of Americal This insert, with copy exactly as shown here, will appear in the January, 1943, issues of a group of advertising magazines.
Your Westvaco Distributor will, upon request, send you a supply of the current issue of "Westvaco Inspirations for Printers, No. 138," in order that you may be able to forward copies, without delay, to those who ask for them.

West Virginia Pulp and Paper Company



"America at War" by Anton Otto Fischer

WESTIACO Inspirations for Printers 138

A Department Store

for

LITHOGRAPHERS

About seventy-five different items of chemicals and supplies are needed for the efficient operation of your camera, stripping, plate making, and press departments. (The Pitman Chemical and Supply Catalog alone shows more than 300 items.) For example, you need CHEESE CLOTH for straining and a HYDROMETER for testing the strength of gum solutions; GLASS GRADUATES for measuring liquids accurately and PUMICE POWDER for cleaning up the press blanket; MASKING PAPER and OPAQUE for stripping; ENAMEL TRAYS in the dark room and a STAINLESS STEEL T-SQUARE for straight lines and cuts; SNAKE SLIPS for removing work from the plate and TUSCH to put it on.

PITMAN has all these in stock as well as a long list of other essential odds and ends which are not always so easy to get. Why not get in touch with us when you need anything for these departments? Complete catalog on request.

Harold M. Pitman Co.

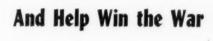
Lithographic Equipment & Supply Division

JERSEY CITY, N. J. 150 Bay Street WASHINGTON, D. C. 811 I St. N.W.

CHICAGO, ILL.
51st Ave. and 33rd St.

Prevent Accidents





America needs every man it can put to work on the production of the munitions and supplies it must have to win the war. In 1943 employment on war production will go well beyond the twenty million mark—two times as many as are now so employed. These will include men skilled in more than 100 different necessary occupations—all bending their efforts toward a common end. At the same time the armed forces of the nation will probably be increased to ten million men or more, and additional millions must be taken from other occupations to help harvest our food and industrial crops.

The Printing Industry, as well as other industries classed as non-essential to the war effort, will be called upon to supply some of these men who will be trained in new trades and occupations vital to Victory. Those who remain at work turning out the printing which the then-prevailing conditions will require must devote every possible hour to production.

Employing Printers and employees in printing plants can make a valuable contribution to our nation's needs by helping to prevent loss of time through sickness and accidents. Every hour saved for additional production is a direct contribution toward winning the war.

We suggest the appointment in each printing plant of a joint committee representing men and management to conserve our industry's manpower by safeguarding its health and preventing accidental injury. At least 75 per cent of productive time now thus lost can be saved. Let's save it and help win the war!

Conserve Printing's Manpower



LANSTON MONOTYPE MACHINE COMPANY

MONOTYPE BUILDING, TWENTY-FOURTH AND LOCUST STREETS, PHILADELPHIA, PENNA.



Sorap your



BY day and by night the paper commandos from Champion mills make further raids into enemy territory. Pulp for explosives, waterproof papers for wrapping shells and munitions, food containers, army map paper, blackout paper... these are but a few of the discernible fighters that Champion provides. Champion also aids the war program by supplying printing and business papers for Government, and paper substitutes for certain critical materials. Each day of war intensifies the vital need for paper products for growing Army, Navy and Air Forces, and the industries that serve them.

THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

 $\label{lem:manufacturers} \textit{Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope and Tablet Writing . . . 2,000,000 Pounds a Day$

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI · ATLANTA

EDITORIALS

THE tremendous demands being made on existing transportation facilities by war commodities and the transfer of troops may increase the difficulties of making large shipments of paper and printed matter from one major marketing area to another. The recent restriction of paper pulp shipments from the Pacific Northwest to the East is significant.

Some lithographers, seeing the increasing burden on public carriers, are already laying plans for lifting at least their small part of the load and at the same time assuring their customers of more dependable deliveries in distant places. As an example, an actual case came to our attention just as this issue was being prepared for press. A New York lithographer often has orders for large runs of folders and booklets, for which the preparation and editorial work is necessarily done in New York. However, the customer maintains all mailing facilities in Chicago, so that the finished materials must be shipped there for mailing. Multiply this incident by the many companies which necessarily buy their lithography in one market for distribution in another, and it makes a sizeable tonnage of freight or express.

This same lithographer advances a possible solution in suggesting that arrangements be developed between lithographers whereby the preparation work might be done in New York, the films or plates made and shipped to a cooperative firm in Chicago, the latter doing the presswork, completing the job with expedition and satisfaction. Naturally the plan would work in reverse so that both parties to the agreement would benefit. Any combination of Far West, Middle-West, South or East could of course be arranged in the same way. The first steps toward such a working arrangement have already been taken by our informant.

This type of arrangement in one form or another has been carried out successfully in the past and in many cases has accounted for the mergers or the working arrangements between various plants located in different areas.

As transportation tightens, the virtues of such a plan will become more apparent, and this or similar projects taken on voluntarily by the industry, may help to avoid difficulty later.

GREAT deal of misinformation and confusion exists in the trade regarding wage stabilization and overtime regulations. The President's Executive Order relating to overtime has been amended once, and numerous interpretations have been issued by the Secretary of Labor and the Solicitor's Office of the Department of Labor. Recently the Department of Labor compiled into a single document all of these interpretations. A few days after its issue, the document was withdrawn because of the serious conflict of interpretations.

The national associations representing lithographers are making efforts to clear up the situation, but with the government itself unable to come up with a clear picture of what is what, it is a most difficult job. One of the provisions often overlooked is that the penalty of fine and/or imprisonment for violation of wage payment regulations is imposed on both the person who pays the illegal wage and the employee who receives it.

Until the air is cleared some trade executives are forming a special fund in which is kept any questionable amount of wage or overtime payments. The employee is given a record of what is being done, and when it is determined just what is legal and what isn't, the money will be available for whatever disposal must be made. We are not going to attempt to add any more interpretations to such a confused picture, but this special fund plan does look like a safe way to mark time until something definite is established. Your national association headquarters or the regional Wage and Hour offices are the best sources of latest developments.

These are the Government Projects

Government	Govern		rtising Council Project	Status	
Theme	Departi	Coro	p Salvage	Complete	
	WPB	2010			
ALVAGE 1. Scrap Metal					0
2. Scrap Rubber			C-lunde	Complete	
a Old Baks	WPB	Fat	Salvage		
4 Fats & Greases					
5. Tin Cans					
6. Household equipment A. Electrical Appliances					
B. Food C. Clothing D. Home Repairs E. Truck Conservati					, v
G. Redistribution of Strategic Materials					a °
H. Moving of From Equipment to sential Indust					
Natural Gas TRANSPORTATION	ODT		Automotive Conservation	Active Active	
	OPA		Idle Tire Purchase		
7. Rubber					1000
8. Gasoline					
9. Group Riding 10. Consumer Deliver 11. Truck Conservation					
PRODUCTION Description I	rive				100
A. Individual					Miles.
B. Women Ordni Workers				·	
A words Special St.	rvice ···				
14. Army Air Force					
IS NOUV					1000
16. Coast Guard					
17. Marines 18. Merchant Marin					44.63
18. Merchant 19. Nurses					No. 12
GUARDING					13.69
INFORMALION					
20. Security of War		TO A	General Ration	ing Activ	
RATIONING		PA	Program Fuel Rationing	Acti	
		IWC		Acti	ve
21. Fuel Oil 22. Food		OWI	Meat Rationing	Act	
23. Meat MANPOWER		Manpower	General Plans		
24. U. S. Manpowe		Commissio			
A. Woman Po	S	WPB .	Typewriter P Plan	Cor	nplete
25. Typewriter Procurement			Dawroll Dedu	iction 2 min	tive
TREASURY 26. Treasury Bor	d Drive	Treasury			ctive
26. Treasury Bo.	,	Treasury Treasury Treasury	Chaigtmas Ca		ctive ctive
1 1 2 1 1 2 2 2 3		Treasury			etive
			Corine F & G	P	ending
Right Park		Treasury Treasury Treasury	ABA		ending
A LAMB FALL	FEDOM				
FOOD FOR FR	EBDOIN				
27. Nutrition	ods				
28. Victory 29. Harvest Fe	stival	(Contin	ued on Page 20)	the state of the s	and succession and a succession of

How to

Lithographers, in getting behind the GAVCC program, can aid the government's war drives, produce good advertising, and increase the trade's wartime value

By HERBERT ROVELL

Use the Victory Projects

HEY say there are 68 Government Victory Projects (Plug: read the 4-page advertisement on pages 31-34 in this issue), sixtyeight public relations problems with which the government is concerned. Of course, as everybody knows, the government has been mixed up in the public's doings intimately, you might say, all four ways to Sunday ever since the New Deal. so the fact that the Government only has 68 things in mind in regard to the public just at this moment may sound like small potatoes to some, in comparison.

But these are different. These are different because there is a war on, and because these so-called Victory Projects of the Government are felt to be essential to the winning of the war—and because the Government wants the advertising business and the printing and lithographing industries to help put them across.

That sort of makes out that the printing and lithographing industries are essential to winning this war, doesn't it? Which is what you might call good news and worth reading about in detail.

The first thing to get firmly in mind, though, before finding out what these 68 public relations problems of the Government's specifically are, and how the graphic arts can help with them, is to understand a little bit about the Government's attitude about the help it solicits.

In the first place, while the Government wants help, it wants it on a purely voluntary, cooperative basis. If there is the feeling on the part of any one that there is some thought of "regimentation" of business and industry behind the projects, then that feeling should be disabused at once.

In that connection, an inter-departmental memorandum which originated at one of the Government bureaus charged with promoting the war effort, entitled "Some Observations Concerning Advertising," is of immense interest in that it reflects the official attitude. While lengthy, it is reproduced in full here because of the corrective value it may have on the thinking of some advertisers and members of the graphic arts whose political views get in their way:

Some Observations Concerning Advertising

- The Government war bureaus have no single "package" or "product" which business is being asked to sell.
- 2. Business is not being asked to sell any official organization or any in-
- 3. The economic stabilization program lies squarely in the middle of to-day's merchandising picture so that every advertiser should be able to find a way of supporting the program which is at the same time good advertising for himself.
- 4. The overall objective is to bring about needed adjustments in the pattern of spending and saving by consumers. This is a job where most advertisers can function best by working on a limited segment rather than on the job as a whole.
- The individual citizen needs to be influenced in each of several capacities in which he acts. buyer of goods he should refuse to pay more than ceiling prices. As a user of goods he should remember that he may get no more of a particular item until the war is over. As a voter he should understand the crucial relation of current political issues to the stabilization program, and as a possible juror, he should be prepared to give proper weight to the objectives of the program as compared with hardships created for individual sellers.
- 6. There is of course an opportunity to do a broad goodwill building job on the whole idea of fighting inflation; there are many specific opportunities to relate particular commodities or services to this basic theme.
- Advertising may be used to create a real conviction that price control and rationing are part of the war effort and that anyone who violates

- these regulations is thus guilty of a form of sabotage.
- Advertising may be used to show that the economic stabilization program is necessary to the preservation of our business and financial structure and thus is a means of protecting the fruits of victory as
- well as winning the war.

 9. Advertising may be used to create greater understanding and acceptance of phases of the war program such as price ceilings, rationing or conservation.
- Advertising may be used to suggest further controls which the advertiser believes to be necessary in order to make the war program work.
- Advertising may be used to change the direction of buying away from scarce materials or products to those that are less scarce.
- 12. Advertising may be used to get consumers to make commitments of income now for goods to be delivered after the war.
- 13. Advertising of consumer durable goods that are in short supply can be used in such a way as to paint an alluring picture of the kind of product which can be delivered after the war in order to curb demand for the present limited stocks which are to be rendered obsolete by such improvements.
- 14. The three basic merchandising elements of price, quality and service all present advertising possibilities in relation to the provisions of the General Maximum Price Regulation.
- 15. One approach on price is to develop a method for showing that the ceiling price itself is really a low price.
- 16. Another approach is to use the ceiling price as a bench mark in comparative pricing and to emphasize the fact that the cut price is genuine since the ceiling price was the actual going price in March.
- 17. The quality maintenance theme can be approached by pointing out that while the ceilings are holding prices down, the advertiser is holding quality up. Particular steps taken to maintain quality might be described.
- 18. Another opportunity on the quality theme is to help the public distinguish between changes in products which reflect wartime necessity and those which represent wilful deterioration.
- 19. Many services will have to be curtailed and advertisers can tell the customer why or help gain acceptance for the new pattern of restricted service.
- Many services will need to be expanded such as repairs, laundry,

THESE ARE THE GOVERNMENT PROJECTS

	(Continued fro	om page 18)	
PRICE CONTROL	OPA	Price Control Program	Active
30. Preventing Inflation THE HOME FRONT 31. Civilian Defense		***************************************	
Corps 32. Civilian Service	*******		
Corps MORALE			
33. The Issues	*****		******
34. Nature of the Enemy			
35. United Nations			
36. Work & Production	*******		
37. Sacrifice			*******()
38. Fighting Forces	*****		
39. Keeping in Touch	Agriculture	1943 Forest Fire Prevention	
40. Business Clinics	Agriculture	1942 Forest Fire Prevention	Complete
41. War Chests	Agriculture	Advertising Program	Pending
NOTE: The Government's official inventory of themes listed in the column above	OWI	Guide to War Advertising Retail Display Project Media Study	Active Active
does not include the major		Media Study	Active
projects of the Advertising Council listed at the right.		So. Amer. Advertising	Pending
	Commission Amer.	Shipyard Morale	Active
	Red Cross WPB (Power	March Campaign	Pending
	Branch)	Power Conservation	Pending
	Army-Navy	Incentives Program	Pending
	CAA	Pre-Flight Training	Pending
	Treasury	Flag Poster Distribution	Pending
	OFF	Radio Time Pool Field Force Plan	Complete Complete

etc. Advertising in these fields can be made more effective if related to the basic facts of shortage and conservation.

A special opportunity for retailers is to talk about the basic service of offering a wide selection of goods and what is being done to maintain essential consumer choices

A special opportunity for the manufacturer is to do a goodwill job on behalf of his retailers, telling the consumer what the retailer is doing to inform and protect her.

The manufacturer has a special story to tell if he has held down the price of his product despite the fact that it is not under a price ceiling.

The manufacturer has a special story to tell if his product is under a ceiling while his raw materials not, or if his price has been rolled back without a corresponding adjustment in the price of materials.

Advertising can create thoughtful and optimistic consideration of the future by relating price controls and rationing to a basic philosophy concerning free enterprise. As one small example, a great deal might be accomplished by habitual reference to the temporary general maximum price regulation.

Advertising might create curiosity pride in being better informed by a quiz program or ques-tion and answer approach to the new terminology which has grown

out of the OPA program, for example, such as price freeze, ceiling price and "roll back the squeeze

The advertiser should follow all the ordinary rules of good adver-tising such as avoiding negative reactions and statements that create confusion rather than better understanding of the program.

Finally, the advertiser is urged to pass up advertising in support of the war program unless he believes it is also good advertising from his standpoint. The Government is not soliciting friendly gestures, but trying to speed up a process of adjustment which seems essential to the most productive and continuous use of advertising at this time.

N the second place, the Government wants it understood that it has neither the money nor the organization to promote these Victory Projects the way they should be promoted, so as to reach every strata of American life. Which is a condition favorable, in our opinion, to private industry, advertising and the graphic arts. not only so far as it affects their status as taxpavers. which, Lord knows, is affected enough as it is, but because it tosses in their

collective lap an opportunity to display their essentiality, yes, indispensability, to American life, in either peace or wartime.

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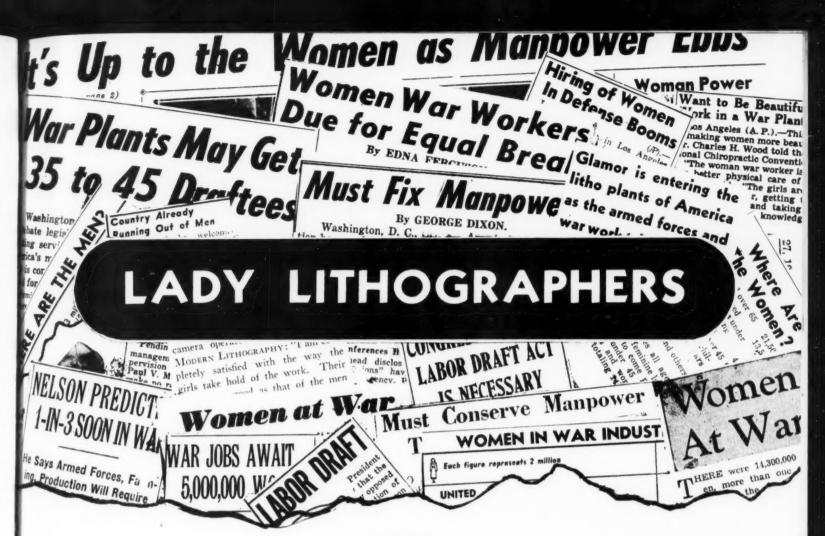
He Says

In other words, the Government is saying in effect to private industry. advertising and the graphic arts: "You people have the brains, the creative skills and the organizations with which to do the job. Help us." In view of the well-known political and economic views of some members of the Roosevelt administration that is tantamount to a victory of no small importance. Rightfully, and with a gleam in its eye, the Graphic Arts Victory Campaigns Committee, which has worked like the devil to make the entire graphic arts conscious of this wonderful opportunity, is sponsoring an advertising campaign (see page 31) to consolidate this strategic position of the printing and lithographing industries. That it has been able to go as far with its program as it has, to raise a little money, get a few endorsers, define its objectives, and lay out a promotional campaign, is an outstanding achievement when you consider the sad apathy and miasmic funk, the sackcloth-andashes misery and self-pity in which the graphic arts has sat and mourned for years. If the printing and lithographing industries don't respond to this cooperative effort to raise out of the slough, then Heaven help them!

NOW—what are the 68 Victory Projects the Government wants private industry, advertising and the graphic arts to help with? It's a long list, but we think they should be told here. The up-to-date list is published here in its entirety beginning on page 18 and ending on this page.

Now, the question, where do the printing and lithographing industries fit in? Remember, that while these are Government-sponsored projects, only the most basic printed material can be supplied by the Government, or printed by the Government Printing Office: the Government wants national advertisers to tie-in

(Continued on page 65)



PART TWO

OMEN working as camera operators, opaquers, stippers. retouchers. platemakers. fly-boys and press feeders are becoming common in many offset printing plants throughout the country, and in the first part of this article. appearing in the November issue, the comments of a large number of trade leaders were published. Many of these plant executives found that the employment of women in their plants provided a very satisfactory answer to the labor shortage problem. Others foresaw the day when this solution probably would have to be utilized though they "dread the day."

As a matter of record, few plants which already have women doing these jobs had anything but praise for the job they were doing. In general, litho executives are of the opinion that women will find an increasingly important place in the industry.

ONE of the difficulties of obtaining women for work in litho plants is the necessity of training them from the ground up as many of the previous comments pointed out.

Among the specific cases described in the first part of this article were a girl camera operator who had previously worked as a photographer in a commercial studio, a stripper and opaquer who had studied industrial and advertising art. a production executive who had previously had experience in movie title work and animated films, and others who had worked into some technical phase of litho work from the bindery or typing department, getting technical training in night school.

Most plants find that women are alert, quick to learn and are very adept at tedious or repetitive work which men often find monotonous and nerve-straining.

Harold E. Sanger, director of the Chicago School of Printing and Lithography, states that women could be trained successfully although up to the present time there has been no demand for such training. He states: "To date we have not had any demand for training in the lithographic industry from women. In fact, we have never had any women students in our lithographic departments although we have trained a few women in the letterpress departments. Our former instructor in the camera and platemaking department was a woman. Irene H. Sayre—but we have had no women students.

"I imagine the main reason for this condition is that women have not given any thought to lithographic training. They would have to be 'sold' on the idea by having it brought to their attention and would have to be assured of being able to obtain jobs upon completion of such training. One reason we never encouraged women to take this course was the problem of placing them in industry. Now, however, this would no longer be a problem and we believe they could be trained very successfully."

If registration at The City College School of Business, New York, is any indication, it appears that more op-

portunities are being made available to women. Either through the foresight of women themselves or upon the urging of their employers, there has been an increase of over 200% in the registration of women who are not seeking degrees, but rather are interested in taking specialized courses. In the field of advertising and production, according to Dr. Robert A. Love, director of the evening session, there are more than three times as many women taking courses at the college than there were a year ago. Office personnel in sales offices are urged to become technical minded so that they can pinch hit for a reduced staff of salesmen in guiding customers. Others are frankly training to step into sales jobs and still others are training to do production work, thus freeing men for necessary defense tasks. The last war taught us that once women enter a field, they tend to stay in it and make progress. There is every prospect that history will repeat itself and we can expect more women doing sales and production work in the advertising and production fields Mr. Love said.

Information from Washington also indicates that women are being trained in some Army Map Reproduction Plants as pressmen, platemakers, and camera operators to relieve the men in the plant for more active service. Also in Washington, the Office of Emergency Management is reported to have a large printing plant operated almost entirely by women. The Army Air Force, Duncan Field, Texas, has established a school to instruct women in operating Vari-Typer composing machines for offset reproduction.

The New York Trade School where Lithographic Technical Foundation classes are held has always excluded women from its training program because of the school's charter. However, in a recent meeting of the trustees this rule was waived and women are now admitted. Dr. D. J. MacDonald, educational director of the Foundation, told Modern Lithography that his organization is willing to adjust its courses in any way possible to meet the need for

England and Canada Report on Role of Women in Litho Plants

BELIEVING that the general pattern being followed in the litho trade in England and Canada might be of interest *Modern Lithography* obtained a summary of the present situation in those countries.

G. G. Brigden, Brigdens, Ltd., Toronto, printers and lithographers. lends a Canadian slant to the discussion, by obtaining the following observation from the Canadian Association of Lithographers: "With regard to the suggestion as to whether you think women will find an increasingly important place in industry, it seems to me that, provided suitable women will be available, it is quite probable that the printing and lithographing industry will have to employ women to replace men who are taken into the fighting forces, or munitions, or war work; but so far it has not become necessary to replace male labour with female labour.'

From London, where one would expect to find women workers common in all types of industry, this is not the case. The following summary of the situation in England was prepared for this article by Miss Vera Chandler, editor of *The Modern Lithographer and Offset Printer*, who, herself, might provide a good example of a British lithowoman:

"At the beginning of the war the lithographic industry was so badly hit that the labour situation was not troublesome. In fact, as with the letterpress industry, a number of workers were transferred to war factories. Today, however, the labour situation is more serious, but it is felt that women would not be too suit-

able as substitute labour. Some members of the industry believe that the degree of skill and length of training required is such that the bringing of women in would not ease the situation. However, there is a view held by a minority and already some leaders are discussing the jobs that would be suitable for women. It looks, therefore, as if in time women will be brought in. The length of training they should receive and payment during that period has already been discussed by the Unions concerned and the British Federation of Master Printers.

"It is felt that the types of work that any intelligent woman or junior could undertake after a short training would be patching up for transferring on commercial work, looking after the registry of stock plates. line camera work and painting out negatives on small sizes and similar work. Supervision would have to be increased, of course. It is felt that the new entrants should be treated primarily as helpers which would result in extra responsibility falling on the journeymen. However, all this is still in the discussion stage. The lithographic industry is still drawing upon men who are available. This, of course, means apprentices and men who are past the call-up age or are unsuitable for other war work.

"You may be interested to know that we are more and more looking to American litho journals for news of progress. There is no technical progress here now. In fact we are concentrating on finding substitute materials."

more intensive training of women for work in lithography. The Foundation's courses, however, are for persons already in the trade and not for completely inexperienced aspirants. THERE appears to be quite general agreement that women's ordinary street clothes are not practical in the lithographing plant. At the National (Continued on Page 65)

Pitfalls in Wartime Operation

PART TWO

S outlined in the previous article on the subject of conservation, variables and unknown factors are the prominent cause of errors in the photographic operations of lithography. Since line and halftone negatives are merely a means to an end and are not in themselves a finished product, it follows that any deficiency will show up at some later stage of the process. Thus, the loss of time and material is not confined to the photographic operations alone but extends to every department in the shop.

Variations in the temperature of the solutions for processing films and plates can be the source of countless difficulties. The processing solutions will function best at a temperature of 65° F. A variation of a few degrees above or below this point may be considered insignificant. When the variations exceed this small tolerance trouble will follow—trouble which may mean serious loss of time and material.

Such divergences from the desired operating standards will affect the photographic materials and the solutions as well. Because the nature of the many defects may not be apparent immediately after processing, many such defects are attributed to other causes. It is hoped that this concluding article will point out the many deleterious consequences resulting from lack of temperature control.

Hydroquinone, the generally used reducing agent for process devel-

opers, becomes practically inactive at 50° F. Thus, as the temperature of a developing solution containing this agent falls below 65° F., the energy of the hydroquinone becomes progressively less. Although this lowering of energy may be compensated for to a limited extent by increasing the development time, a point is reached where adequate density cannot be obtained. In addition, prolonged development usually incurs additional undesirable effects. At low temperatures the penetration of the developer into the pores of the emulsion is considerably retarded. The low developer activity is thus the result of low developing agent energy and low penetration rate. Negatives developed under low temperature conditions will be characterized by a lack of density and distorted tone scale. Halftone negatives will have a dot formation that is weak and grey. In some cases the shadow dots will appear brown and transparent. In addition, the tone reproduction suffers. When printing down on a plate such halftones certainly will print through, further distorting the tone reproduction. Corrective measures such as reduced printing time when exposing the plate will result in a plate with a short press life. It has been the author's experience that in cases of trouble due to low temperatures, the obvious solution to the problem is the last one resorted to by many operators. To overcome the lowered energy of the developer, prolonged development is

by

HERBERT P. PASCHEL

resorted to, as has been pointed out. When this step proves inadequate an attempt is made to rectify the trouble by increasing exposure time. It is obvious that at certain low temperatures neither prolonged exposure or development or both can overcome the lowered activity of the developer. And so—valuable time and materials are spent and wasted, all for the lack of a few degrees of developer temperature.

Conversely, as the temperature of a developer rises above the normal standard, the activity of the reducing agent is increased. In addition, the penetrating action of the solution is also accelerated. At the higher temperatures the alkali is more active.the gelatin emulsion swells more and the solution is diffused throughout the emulsion more readily. Thus we have a combination of effects which promote a rapid development, but also make the time of development exceedingly critical. In fact at certain high temperatures in a paraformaldehyde developer, a few seconds may mean all the difference between a satisfactory negative and one with fine detail obliterated and veiled highlights. Distorted tone values are also to be expected due to the contrasty results obtained from hydroquinone at high temperatures, it follows, therefore, that as the temperature of the developer increases the margin of safety as concerns development time is decreased. This becomes an important factor particularly when several films are developed at one time. Hydroquinone has the characteristic of developing up the highlights first (or regions of maximum exposure) and then gradually building up the shadows. Thus, under conditions of greatly accelerated development the processing time must be reduced out of necessity to keep the highlights from overdeveloping. It is obvious that the shadow tones will suffer and result in a contrasty and distorted tone scale. The dot structure of halftones may also be impaired and break down in the early stages of dotetching, etc. With high temperatures, trouble may also be expected in regard to fog, rapid oxidation of the

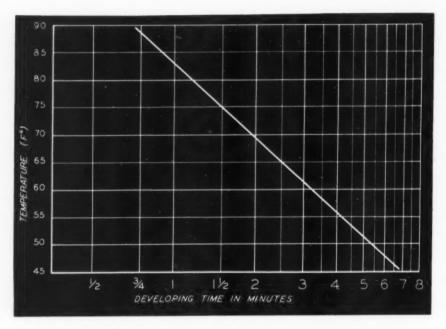


Fig. 1.—Time and temperature chart for a hydroquinone developer with a temperature coefficient of 2.5. Based on a normal development of $2\frac{1}{2}$ minutes at $65^{\circ}F$, the chart serves to show the time changes required at various temperatures.

developer and resultant oxidation stain. Needless to say that the useful life of a developer is substantially reduced as the temperature of the solution increases.

THE effect of temperature on the photographic function of a fixing bath is insignificant compared to that of a developer. At low temperatures. the rate of activity of a hypo bath is retarded, but otherwise it is not effected. It is interesting to note that a five degree drop from the normal temperature of 65° F., makes necessary a 25 per cent increase in the time of fixation. From the time element, it is desirable to maintain a normal temperature in the hypo bath. On the other hand, although higher temperatures speed up the action of a fixing bath, the life of the bath is considerably reduced. Thus the fixing bath may deteriorate rapidly with harmful effects to the films fixed therein.

At high temperatures of any or all of the processing solutions, we encounter certain physical impairments which are as serious as the photographic defects. As has been pointed out, the warmer the solution, the greater the swelling of the gelatin emulsion of film and plates.

As a result, abnormal swelling occurs which softens the emulsion and makes it difficult to handle. Such films are easily scratched and otherwise damaged. Frilling. (emulsion separating from the base) blistering and reticulation may also occur. These defects will render a film or plate useless. An emulsion that has not been apparently damaged may. however, have been weakened so that it will not stand up under repeated dot-etching treatment. The drying time of films and plates with swollen emulsions is unduly prolonged. The sensitive condition of the swollen gelatin will make it subject to a number of drving difficulties such as water-spots, etc. With film in such condition, forced drying with heat is to be avoided.

The developer, hypo bath and wash water alone or in combination can produce the above-mentioned harmful effects. It is evident, therefore. that all of the solutions should be maintained at the desired temperature. When the various solutions are of unequal temperatures, the difference in temperatures may accentuate a condition which ordinarily would occur only at higher temperatures. Blisters may be produced, for instance, when a film developed in a warm and highly alkaline developer is immersed in a cool acid-hardening-hypo bath. A reversal of the temperatures is also conducive to this defect. The expansion and contraction strains produced when an emulsion is subject to unequal temperatures may result in frilling or reticulation. Register trouble with films may also be attributed in some cases

ing around the trays can be maintained at the desired temperature. This system presupposes that during the summer months the cold tap water will be below the desired temperature. Should the tap water (cold) rise above the required 65° F., the system must be augmented by a mechanical cooler. Whether temperature control is achieved mechanically, by means of regulated circulating water, or by ice, the manner is insignificant, the important thing is the maintenance of a uniform and standard temperature of all the processing solutions. Whatever the expense and effort may be, it will certainly be justified by the saving of time and material. The highest production level constant with a high and uniform negative quality can only be obtained at the prescribed standards of work-

Temperature and other variations in solutions for processing films and plates can be the source of countless difficulties. Do you know how to meet these problems?

to unequal processing solution temperatures.

A mechanical temperature control unit such as the Kellog and Robertson tray coolers, is of course, the most practical answer to this problem. In the absence of such devices, alternative measures should be taken. Solutions in trays will, upon standing, assume the temperature of the surrounding air. If the air of the darkroom can be maintained at the desired temperature, the solutions will assume that temperature. If the trays are partially submerged in a water jacket, some means should be provided for maintaining a constant normal temperature of the water. If both hot and cold water are available, a simple means is to obtain a thermostatically controlled mixing valve. By means of the valve the water circulat-

N conclusion, it might be well to point out that the fixing bath is the most abused and neglected of the processing solutions. The useful and trouble-free life of an acid-hardeningfixing bath is influenced by a number of factors. As the name implies, this bath has a number of functions. all of which must remain in balance during its life. Such a bath must be able to arrest development, - neutralize the alkali carried over from the developer,-harden the emulsion (retard and prevent swelling) and lastly, remove all of the unexposed and undeveloped silver salts. The acid component of the bath not only serves to stop development and neutralize alkali from the developer, but it imparts to the alum (hardening agent) the acidity necessary for its proper action. It follows, therefore,

that as the acidity of the fixing bath diminishes, it tends to lose its hardening properties. An additional development may continue and thus cause mottling, development streaks, etc. By not neutralizing the alkalis, the danger of stains from substances created by the oxidation of the accumulated developer chemicals will present itself.

Thus, maintaining the proper acidity of the hypo bath becomes an essential means of prolonging its life and avoiding trouble. The developer alkali can be eliminated or neutralized by the use of a suitable rinse. A thorough rinse in running water will usually remove a large part of the developer alkali. A more effective means is the use of a mild acetic acid rinse consisting of four parts of 28 per cent acetic acid to 32 parts of water. This rinse instantly checks development and aids in maintaining the acidity of the hypo bath. A 3 per cent solution of sodium bisulphite will also serve as an effective short-stop rinse. An acid rinse should be avoided, however, if a chromealum hypo bath is being used. With the chrome alum type fixing bath, a thorough rinse in running water will prove most satisfactory.

Many of the pitfalls and variables outlined in this and the previous article have, in a certain measure, always existed in the industry. The present need for conservation has forced us to pay more attention to the many hidden causes of waste and lost labor, which, under less stringen conditions we chose to ignore.

The present emergency, therefore, despite its gloomy implications, has also its brighter aspects. Out of necessity for self and business preservation, we will have learned how to obtain the utmost from available equipment and supplies. We will have learned how to conserve, improve and improvise. That experience should pay dividends not only for the immediate present, but long after we have returned to normalcy and a well stocked larder. *

"The first hundred years are the hardest" seems to be true as production this year reaches 3,000,000,000 greeting cards



1842 This is the first known greeting card ever published. It was circulated in England in 1842 and is now on exhibit at the British Museum.

GREETINGS...

to the Greeting Card on its 100th Anniversary

THE 1942 holiday season will mark the close of a century of greeting card printing, and will also mark the close of the biggest year's production record yet hung up by the industry in this field. An estimated 3,000,000,000 greeting cards have been produced during 1942 in the U. S., due in part to the several million men in the services and the shifting of large numbers of people from their regular place of residence.

In recent years offset lithography has played an increasingly important part in the production of greeting cards. The soft effects of lithography, its special ability to produce good impressions on soft and fancy finished stocks, as well as its economy in many types of reproduction, make this a highly desirable method of greeting card production.

The beginning of these 3,000,000,000 cards being produced this year

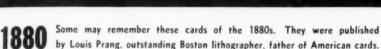
was in England in 1842 when the first known greeting card was published. Since that time the development of the greeting card and the development of the lithographic industry have been closely related.

According to the Greeting Card Industry, the early history of the publication of greetings in America is the story of a lithographer, Louis Prang, who founded a lithographic business near Boston in 1856. He was a remarkable technician and artist and in 1866 he perfected in what he called "Chromos" the lithographic process of multicolor printing.

In 1874 he applied his unique skill in reproduction to Christmas cards which were marketed here and in England. Prang's cards, with art work by such artists as Winslow Homer, were printed in not less than eight colors and sometimes, for delicate effects, in as many as twenty colors. They were quite expensive, much more expensive than foreign cards. By 1890, for this reason among others, Prang had abandoned the card business. However, he had already established standards of fine workmanship, of technical perfection, of originality and distinction in design for the modern industry that was to follow.

It was 1906 before any real activity in the publishing of greeting cards was resumed. Gradually, American business men who believed that public demand justified an American product rather than the cheap importations on the market, entered the field. How right they were is indicated by the almost uninterrupted growth of the greeting card industry since 1906. Many of the pioneers started to do business with a few cards that they designed







1917 In World War I the boys in France received Christmas cards like this from home. Note doughboy silhouette in top center.

themselves and perhaps even sold themselves. From such small beginnings most of them built up firms that are still leaders in the industry.

In commemoration of this first century of Christmas card tradition, a luncheon was held December 3 at New York's Waldorf-Astoria by the Greeting Card Industry, representing publishers of greeting cards. Over 200 greeting card publishers and allied graphic arts executives attended and heard Sir William Wiseman, high British government official, emphasize the importance of "hands across the sea" communication during wartime, and the part greeting cards have played in the past 100 years in binding together the English speaking people of the world. S. Q.

Shannon, director of the Greeting Card Industry, introduced Sir William, and other speakers. Lithographers attending were especially interested in the collection of more than 2,000 antique greeting cards which contained many of the original Louis Prang creations. Guests of honor at the luncheon included Alfred B. Rode, of the Lithographic Technical Foundation, Arthur Thompson of the American Institute of Graphic Arts, Anthony J. Math, of the National Association of Printing Ink Makers and Walter E. Soderstrom, executive secretary of NAPL. TODAY the yearly wholesale value of U.S. greeting cards is close to \$50,000,000 and the retail sales amount is approximately \$100,000,-

000 a year. "There are greeting cards for almost every possible occasion except a hanging," the Minneapolis Star Journal said recently, and this sums up the scope of subjects rather well. Christmas greetings account for about 58% of the total output of the industry. The majority of greeting card publishers do the complete job including creating, printing, finishing, and assembling, but some are planned and created by one firm and the printing farmed out to a printing or litho house. So common has the greeting card become, according to the Greeting Card Industry, that in 1940 the postal revenue from this source was \$50,000,000, almost a tenth of the

(Continued on Page 65)

Below—Top left is one type of war savings stamp greeting distributed by Greeting Card Industry, Inc. Others in this panel were distributed through American Artists Group. War themes are common this year and some cards are reproductions of soldier art (center, top and bottom). Top right is a card by Rockwell Kent. All are reproduced by offset lithography which is coming into its own in greeting cards.



PLATE COATINGS

. . . what can be done to

BY I. H. SAYRE TECHNICAL EDITOR

HE search for a new and better plate coating to take the place of Chinese egg albumen received added attention when the war shut off the supply of this product. However, the variable quality of egg scales even under the most careful grading makes this type of coating very undependable, particularly so when other factors influencing the life of the plate are present. Eggs produced in mid-winter may be quite different from those produced in mid-summer as to albumen content: the food obtainable and the season of the year affect the quality and quantity of egg albumen as well as the viscosity. The chemical quality is also liable to vary by reason of the processing. The age of the egg before drying and the time and temperature of the process itself have a bearing on its ultimate quality.

In spite of its unreliability as a base for printing, lithographers have continued to use egg albumen because it has the following desirable characteristics which are hard to duplicate in a substitute of greater durability:

1. It is inexpensive,

- 2. The solution can be prepared quickly and easily.
- 3. It is simple to apply.
- It hardens rapidly, leaves clean-cut edges.
- 5. The unhardened areas are easy to remove.
- It has a good affinity for ink and transfers an image well.
- 7. Does not sensitize the plate in the non-printing areas.
- 8. Plates may be speedily resurfaced for further use.

The printing industry was rapidly nearing the point where "synthetic albumen" and various other substitute coatings for albumen could be produced which had all these desirable characteristics with the added advantage of being unaffected by changes in humidity and of being resistant to decomposition of any kind. The war brought priorities which cut off the supply of materials needed to produce these coatings.

What, then, can be done to make the best of the albumen we have, which is domestic albumen?

The two greatest troubles with this albumen are the following: first, weakness and crumbling away of the image on the plate; second, coatings which are blind and refuse ink. The cause: lack of viscosity and fatty acid. It would seem, then, that a viscosity test should be given to domestic albumen, and grading and mixing governed accordingly. The following suggestions are made in the hope that they may help someone in trouble.

For a solution of bichromated albumen that shows a tendency to break down in printing, we would recommend (1) increasing the whirler speed to a point where the plates are somewhat difficult to wash up, and adding another substance, which has greater viscosity than egg albumen, to the mixture. When a plate breaks down on the press, the platemaker's first thought is to increase the exposure or to "water the albumen." When the albumen is poor in quality, neither of these alterations will help. Abnormally long exposures, or watering the albumen solution will only add to the grief. When the albumen lacks viscosity. adding more water only breaks it down further, and prolonging the exposure induces scumming.

Since light hardened bichromated gum coatings are destructible in water, and albumen, dextrin, casein and glue are much less so in just about the order they are here listed, it would seem that imperfections arising from coatings made of inferior domestic albumen, or from high relative humidity, or both, could be controlled somewhat by coupling the various colloids in a predetermined proportion to supply some of the characteristics which are lacking in albumen. For example, gum arabic is sometimes used to make

bitumen. Some of it used to appear on the market as Rotaprint Sensitizer and may still be available at the Rotaprint Company in New York or Chicago. The wash-out is accomplished in the same manner asphaltum is applied. A hardening solution which is not as good but much more plentiful than the bitumen is a deep etch lacquer, or Dubar, applied just after exposure and before the developing ink is used. Except for the application of the lacquer, the plate is treated in the usual way.

Humidity is the greatest variable

sensitiveness and speed of ammonium bichromate at normal, so the after effect is proportionately less under damp conditions.

Sodium and lithium bichromates are impractical for this use because of their deliquescent nature.

Ammonium hydroxide is added to the bichromated albumen to promote the keeping properties of the mixture and retard hardening action by light. The procedure used to be, and in some places still is, to add sufficient ammonia to change the normal orange color to a straw vellow.

make the best of domestic albumen?

coatings develop easier, and at others glue is added to make coatings adhere to the plate. In adding a substance such as dextrin, or glue, to albumen. careful regard of the quantity to use must be taken or scumming results. A formula such as the following has been popular for many years, and I believe it was first given to me by Mr. William Huebner.

- (A) 4 oz. of albumen scales 16 oz. water
- (B) $\frac{1}{2}$ oz. photo-engraver's glue 4 oz. water
- (C) 3/4 oz. Ammonium Bichromate 9 oz. water
- (D) ½ oz. Ammonium Hydroxide (28%)

It is recommended that when this coating is used the plate be baked in a plate oven for 10 minutes at 180°F. after it is developed. The baking is not indispensable, however. It will be noted that the above formula contains less bichromate than the average solution, so exposures will have to be governed accordingly.

AFTER an albumen plate has been developed, it can be gummed up and given a further hardening treatment by washing out with a sensitive bitumen and re-exposing until insoluble. This will harden the image and make it very durable. The only drawback is in finding the sensitive

there is to contend with in the use of bichromated albumen. There is a continuation of light action in total darkness after exposure, which under high relative humidity becomes troublesome, causing scum and rendering the general appearance of over-exposure. Albumen mixed with ammonium bichromate is more subject to this after effect than when mixed with potassium bichromate. In sensitiveness to light the ammonium bichromate is the best, due no doubt to the color of the image which is produced by the action of the light. this being a much lighter tan or brownish color than the image color produced by other bichromates. As the maximum sensitiveness of bichromated albumen is in the violet region of the spectrum, the stronger this image color the more it will filter out or absorb the most effective component of the light, and a longer exposure time will be required to produce complete insolubility through the total thickness of the coating of the plate. Chemical action also increases with a rise in relative humidity and the after effect of exposure to light gets beyond control with ammonium bichromate. Potassium bichromate at normal humidity is about 21/5 times slower than ammonium bichromate and at a high relative humidity almost reaches the

When this is done there will be a wide variation in the sensitiveness of the solution, which is increased by the relative humidity in the air of the work rooms at the time the plates are coated and the prints made. At a high relative humidity. while the plates may appear to develop out clean, there is the after effect of the light action around the dots and lines that fills up the halftones similar to an over-exposed print. It is necessary to determine how sensitive the solution is under normal exposure conditions and to maintain a standard solution so that controlled exposures may be made in accordance with the prevailing hu-

In the aging of albumen solutions. putrefaction seems to play a larger part in rendering the coating useless than does the chemical action of the bichromate in the albumen solution. Putrefaction destroys the viscosity of albumen and eventually the coating will not respond to light hardening. Albumen may be kept in solution for some if a preservative such as .05% phenol is added in small quantities, the solution placed in air tight, well stoppered bottles and stored in a refrigerator. Bichromated albumen will last much longer if kept in a cool place in absolute darkness.

For those who are interested in

If you are experiencing difficulties with domestic albumen in coatings this discussion may offer valuable assistance. Here are formulas and suggestions for making the most of available wartime coating materials

experimenting with the printingdown quality of albumen coating, a contrasty but comparatively slow sensitizer may be compounded by adding from one to three grains of ammonium citrate of iron to every ounce of normal solution; and a rapid and soft sensitizer is compounded by adding a like amount of ammonium phosphate. The former sensitizer is sometimes used to brighten up the result when printing from flat negatives.

Dextrin is receiving considerable attention as a plate coating, more especially for deep etch coatings. The following formula is typical of bichromated dextrin coatings: dissolve equal portions of gum arabic and yellow dextrin separately and make a paste by adding the two together. Take one-fourth of a pound of the mixture and add 31/4 ounces of ammonium bichromate solution (density 14.2 Baumé), then add 1/2 ounce of ammonium hydroxide. To this final mixture, add distilled water until the solution reaches a final density of 15 Baumé. A slow whirler speed is used, not exceeding 50 RPM as a rule. Coat the plate, expose with a positive and develop out with the usual lactic acid and calcium chloride developing solution (37 Baumé) which is used with other deep etch formulas.

A formula for deep etch coating solution containing only dextrin as the vehicle was published in Deutscher Drucker in December 1940, which is compounded as follows:

In studying this formula, it is interesting to note that where no gum arabic is used, potassium bichromate replaces ammonium bichromate in large measure. The idea behind this is probably that dextrin without gum arabic in solution is difficult to develop, and so a slower bichromate is used to retard the speed of light hardening. The formula further states that in warm weather 5 grams of albumen are added to the mixture. This obviously is done to facilitate development too.

Mixtures of halogenized polyvinyl alcohol have made their appearance on the market, also mixtures of polyvinyl alcohol-diazo compounds. We may expect much from these coatings when materials for their manufacture are available.

As to plate surfaces other than bichromated coatings, such as the bimetallic plates, we have no hope of seeing them again until the war is over. There has been a large number of patents on these new processes covering a wide variety of new ideas in rotary printing. Zinc and aluminum plates in some instances are covered by electrolysis with compounds of the respective metals. Two well-known English companies have put on the market litho plates which appear to possess surfaces obtained by this or a similar method. Aluminum is used and the surface is anodized or converted by electrical means into a stable and firmly adherent oxide film which is relatively smooth but highly porous, thus possessing certain characteristics of the litho stone. The film is very sensitive to ink and gum arabic, and being already an oxide, the metal is not readily subject to further oxidation. Instead of the usual regraining,

the anodic deposition is repeated for each successive job.

Patents of Nagy and Pepe propose the covering of a metal plate with a coating of casein, gluten, etc. Westcott and Shepherd have patents, I believe, on parchment like paper plates and other cellulose materials which are prepared in a manner to enable them to be used for offset printing. These at present are used only on small Multilith machines and similar presses.

A. R. Trist, the inventor of the mercurographic process called "Pantone," has been granted a patent for a plate and process which involves the electrolytic deposition of a layer of chromium with an unpolished absorbent matt surface activated to attract ink, followed by application of a liquid mixture of acids, water, and a colloid to the non-printing areas in order to reduce the ink affinity of such areas in the presence of moisture.

Stainless steel is used both as a printing surface and as the support for a second thin layer of metal which is ink attracting. Several recent patents have dealt with the use of plates made up of a layer of each of two different metals, one ink attracting and the other ink repelling, the top layer being etched much in the same manner a deep etched late is prepared, leaving an intaglio image or a relief image as the case may be.

Most of these latter processes are too costly in preparation to compete with albumen coating as a means of image transfer except in very long runs. They have certain advantages such as sharpness of design; they are impervious to moisture; and the need for dampening is reduced to a minimum (some 60% less than is used now for deep etched plates.) *



It's Time for you ...

Every Company and Individual in the Graphic Arts

to say ALOUD ...

"PRINTING IS ESSENTIAL TO THE WAR EFFORT"

When General Eisenhower drops leaflets over French Africa; when the Army furnishes its men with booklets telling them what to do in their new environment on foreign soil; when printed messages in almost every language filter through to those whom we want to reach with our war story—that's Printed Advertising at work on the fighting front!

Is it *essential?* Well, we don't risk lives to distribute non-essentials.

Printing and Lithography are vital parts of the war effort... on the home front, too. The present sixty-eight (68) Government public relations problems alone are a challenge to our industry. The Government wants advertisers to tie-in with these 68 projects. \$185,000,000.00 in private advertising dollars have already tied in with the efforts of the National Nutrition Campaign, War Savings Staff

and O.P.A.'s rationing program. It is up to us, producers and suppliers in the Graphic Arts, to show all advertisers how printing can be geared to the war efforts. That is our fight. That is how we can and must help win the war and win the peace NOW.

If we were to forget everything about printing except the *essential* jobs that should be done now, the volume of printing needed during 1943 would dwarf the peak requirements of peacetime salesand-profits printing.

With the "know how" in our minds and under our arms for daily contact, we can get this full story of essential printing to every alert business man in America who is only too eager to cooperate. MANAGE-MENT must be made fully aware of the job to be done. And YOU are the one to TELL THE STORY—tell it fully, with authority and conviction.

HOW?

By reading every word on the following pages describing the Graphic Arts Victory Campaigns Program . . . and then by doing something about it now in the manner outlined on page four.

Here are the Details



The WAR PRODUCTION BOARD-after a thorough review and study—approved the entire program in a letter dated September 24th, from E. W. Palmer, Deputy Chief of Printing and Publish-

The OFFICE OF WAR INFORMATION-after a thorough review and study—approved the program. Ken Dyke, Chief of Advertising Division said, "Congratulations . . . it should be most helpful."

At time of going to press with this insert, the following groups have indicated their endorsement, either by underwriting or mailing prospectuses to members, urging them to support the program. Others coming in daily.

Amalgamated Lithographers of America, Local No. 1.

Amalgamated Lithographers of America, Local No. 1.

New York

American Pulp and Paper Association
Central States Paper Trade Association
Commercial Art Studios Board of Trade
Direct Mail Advertising Association, Inc.
Direct Mail Advertising Association, Inc.
Direct Mail Advertising of Fort Worth
Graphic Arts Association of Fort Worth
Graphic Arts Association of Grand Rapids
Graphic Arts Association of St. Paul
Graphic Arts Institute of Massachusetts, Inc.
International Asso. of Electrotypers and Stereotypers, Inc.
Lithographers National Association

Litho Club of Philadelphia
Mail Advertising Service Association
National Association of Photo-Lithographera
National Paper Trade Association
National Pinting Equipment Association
New Haven Typothetae
New York Employing Printers Association
Ohio Printers Federation
Paper Association of New York Ohio Printers Federation
Paper Association of New York
Paper Makers Advertising Club
Photo Engravers Board of Trade of New York
Printing and Allied Industries of Toledo
Society of Master Printers, Springfield, Massachuse

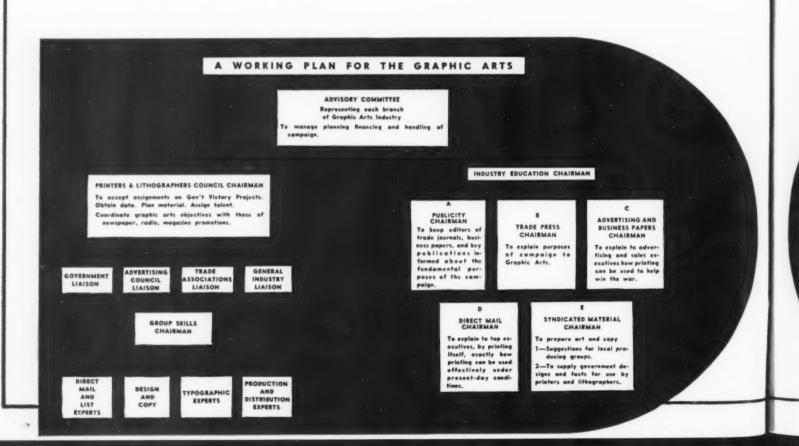
GRAPHIC ART

APPROVED OBJECTIVES

- 1. To coordinate all printing efforts to aid the Government in winning the war.
- 2. To act as liaison between Government and industry by interpreting the objectives of various Government agencies (as represented by the announced publicity campaigns of the Office of War Information) via the printed
- 3. To show what constitutes essential advertising, by using the Treasury Department's ruling as to types of advertising expense deductible from income taxes.
- 4. To channel all future printing toward winning the war. This can be accomplished by directing all planning and creating along government-approved lines.

APPROVED PROGRAM

- To aid the Government agencies in developing effective follow-up and tie-in material for all newspaper, magazine and radio Victory Campaigns that may be con-
- 2. To effect this aid by establishment of a Printing and Lithographic Council similar to the Advertising Council and to work with that body.
- 3. To show producers and suppliers how their customers can tie-in their advertising copy to the Government
- 4. To accomplish all program objectives by instituting an industry educational program using trade journals, advertising and business publications, club and association bulletins and direct mail pieces syndicated for regional groups.
- 5. To weld the entire industry into one directive unit of the Graphic Arts to aid the Government.



... a two-fold, two-fisted Program!

The framework of this industry wide "public relations" program has been provided for you. Government approval has been received. The layouts are ready; much of the copy is written; contacts have been made with Government Agencies which have furnished information and details on what is needed; Associations have been invited to appoint representatives to the Advisory Board. In short—the campaign of cooperation and education is ready to go.

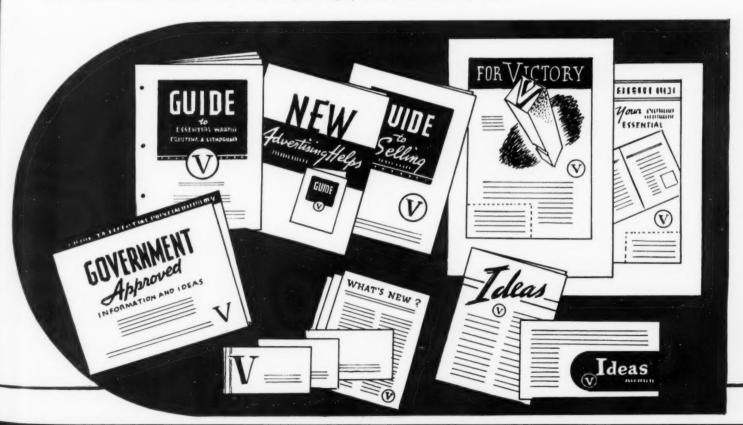


IN THE WORKS NOW

- 1 BUSINESS MAGAZINES—will carry informative, case-history-giving advertisements showing how printed advertising can be slanted toward one or more or all of the Government publicity projects.
- 2 DIRECT MAIL PIECES—planned to go to a national list of top business executives—giving detailed information on essential uses of printing in wartime. (How to get information for tie-ups, etc.)
- 3 LOCAL GRAPHIC ARTS GROUPS—will receive from the Committee detailed suggestions, art work, layouts and copy for local-sponsored campaigns to tell story of essential wartime advertising tie-ups.
- 4 IDEA AND INFORMATION BULLETINS—will be issued by the Committee—showing Government approved designs and facts which can be used by printers' customers in their wartime printed promotion.

THE ORGANIZATION On the left: a research, planning and creative talent "pool" to furnish any assistance required by any Government Agency on any publicity or distribution problem affecting the Graphic Arts.

On the right: a public relations program to show advertisers how they can tie-in with the 68 Government Victory Projects, and how they can get through you the information they need.



How Loud Can YOU Say "PRINTING IS ESSENTIAL"?



Every cent of cost so far—for planning, for research, for printed explanations, for layouts,—has been covered by the contributions of a relatively small group of individuals or companies interested in the need for such a program. Every bill has been paid.

But this relatively small Committee, composed of voluntary representatives of all branches of the Graphic Arts—paper mills, paper merchants, equipment, envelope and ink manufacturers, printers, lithographers, lettershops, photo engravers, electrotypers, suppliers, trade press, etc.,—cannot finance the major campaign without the help of everyone in the industry.

All our work thus far has been voluntary and we want to keep it that way as much as possible. It takes money to pay for space in magazines; to pay for art work; printing; engravings; bulletins; press releases and direct mailings to executives. It takes money to handle the details of constant contact with Government Agencies who need and want printed-publicity jobs done.

Therefore, we ask you NOW to do your share to start this program immediately. Most firms contributing so far have figured that \$1.00 per employee for the six months' campaign is fair—and have so paid. Some more, some less. Will you do likewise?

The months of planning are over. It's time for the great invasion . . . an invasion into the minds of business men who want to help the Government win the war on all fronts. Figure your share. Send your check to the Treasurer of The Graphic Arts Victory Campaign Committee.

MAKE CHECK PAYABLE TO—GRAPHIC ARTS VICTORY CAMPAIGNS COMMITTEE. SEND IT TO HARRY PORTER, TREASURER OF COMMITTEE, C/O HARRIS, SEYBOLD, POTTER COMPANY, CLEVELAND, OHIO.

Graphic Arts Victory Campaigns Comn	ittee
c/o Harry Porter, Acting Treasurer	
Harris, Seybold, Potter Company	
4510 East 71st Street	
Cleveland, Ohio	

"Printing	is	essential	to	the	war	effort."	And	we	are	saying	it	aloud	with
this check	fe	or \$											

Send us o	our Certif	icate of	Particip	pation, t	he hand	lbook,	"(uide	for	Selling
Essential	Wartime	Printin	g," and	further	selling	helps	as	they	are	issued.

NAME OF COMPANY	
ADDRESS	

SIGNED

POSITION

Important

As soon as your check is received we will send you:

- A certificate of participation to display in your office and a design to carry in your own advertising (if desired) and soon to follow. . . .
- A "work book" explaining the steps in the program and showing exactly how you can adapt your selling and production to the Victory projects—together with a directory giving sources of complete information on every Government project. And at regular intervals. . . .
- 3. Bulletins—keeping you informed of progress of the campaign.

See Possible Extension of Bronze Powder Deadline

NK MAKERS, and users of metallic inks and bronze powder as well, are still hoping that they may expect an extension in the bronze powder order-a further reprieve allowing them to continue use of present stocks of metallics, always provided that no military uses are subsequently found for them. The outlook at the moment is that a further extension will probably be granted by WPB. Thus the death sentence of Conservation Order M-9c-3 which was originally to have gone into effect months ago, and which is now scheduled to take effect December 31, will in all probability be further postponed.

The use of aluminum powders and inks has been discontinued for several months past, but ink manufacturers and lithographers have been permitted to use existing bronze powder stocks, since it was not found possible to locate any substantial use for the powder in connection with war industries. Contrary to recent trade reports that "pale gold" or "rich pale gold" powders have been found useful for Navy drift signals for planes, these ink and dusting powders are not good for drifts, according to information received from the National Association of Printing Ink Makers. For Navy use there are other qualities needed besides color. mainly proper gauge and the assurance that the powder will sink after staying affoat only for a limited length of time. Graphic arts bronze powders are said never to sink and thus become a liability. The facts are, then, that no military uses for

bronze powder have been developed, even after thorough search, which makes it seem very probable that ink makers and lithographers will be permitted to use up such stocks as they have on hand.

Lithographers, particularly those doing cigar bands and labels, fancy boxes, etc. have long depended on bronze powder to add the finishing touch to their work-secure in the knowledge that its remarkable opacity and covering power would hide any register imperfections inherent in most work of this type. What has made the approaching ban on bronze powder use particularly serious for them is that up to this point no satisfactory substitutes have been developed, and that the situation seems to be one in which there is little probability that satisfactory substitutes will be developed.

In an attempt to find a suitable substitute for metallic inks or powder, ink makers and in some cases lithographers, have experimented with a wide variety of non-critical materials ranging from ground oyster shells to colored glass. None of these materials however, produce the brilliance, or more important, the opacity, of metallic powders. There are also difficulties caused by the failure of the substitute powders to adhere to the printed surface. The public will not tolerate an ink that will rub off on hands or clothing. Another difficulty with some substitute materials is that they cannot be milled fine enough. Too coarse powder in ink can act as an abrasive and chew up a press plate.

A few substitute gold pigment inks in yellows and browns are being offered to the trade which are satisfactory for many types of bronzing substitutions, but admittedly have neither the glitter, the brilliance nor the opacity of the original product. It is generally agreed that some form of metal is required for the effect wanted, and with the present tight situation of all metals, the outlook on development of truly satisfactory substitutes is not at all promising.

The metals used, aluminum and bronze, were among the most vital

Present order prohibiting use of bronze inks, powders and pastes is effective December 31, but current indications are that use of existing stocks may be allowed for a longer period

of the nation's needs. In view of critical defense applications, the use of these metals for printing became at an early date a problem for the public relations department. "Lavish" use of gold and silver inks or bronze powder for their decorative values was frowned upon by many as bad taste for wartime. Newly designed packages avoided metallics and numerous old packages were redesigned.

DROBABLY the outstanding changeover in the tobacco field from gold ink to non-metallic inks is the lithographed Lucky Strike cigaret package. The new package, already on many counters, retains the familiar red circle, but the gold trim has been replaced with a brown tint simulating gold, while the green background has disappeared in favor of a white background. There is no shortage of chrome green, incidentally, and in this particular case the American Tobacco Company seems to have been taking advantage of war psychology to back up an unnecessarily drastic package change. Their real reason for package redesign is the bronze shortage, vet their teaser campaign on the new package has featured the theme "Lucky Strike green has gone to war."

The same war psychology that has caused the use of metallic inks or powders to be restricted has also prepared the public mind for changes of long accepted practices or designs. whether it be in a package, label or any other product. Manufacturers of many products with well-known metallic labels or packages have already changed over to some other color or design. The familiar use of gold and bronze on cigar boxes and bands will also be a thing of the past after present stocks are exhausted although many users are said to have built up a heavy reserve of labels which will last for some time, in both the tobacco and liquor fields.

These change-overs involve work for the lithographer. Some of the old designs are still on stone. Others are on glass and film negatives. To make new ones requires new glass which isn't always easy to get, new film which is restricted, or in the rare cases of stone lithography, the requirement is for more hours of labor which is the hardest-to-get item at present.

In the dusting process of applying bronze powder, which is generally used by lithographers, a large quantity of powder is required in excess of the amount actually applied to the job. This excess powder is collected and can be used a second time as No. 2 grade, a third time as No. 3 grade, etc. Powder can thus be used in many cases up to six times before it contains too much dirt or foreign matter. It has been estimated that there will be 100,000 pounds of various grades of used bronze powder left in the industry at the close of the year, which cannot be used for any purpose. This powder, depending on the grade, will be worth anywhere from 75c to \$1 per pound but cannot be sold or used under the M-9c-3 Order. Many lithographers have expressed the hope that if no war use can be found for this powder, the restrictions can be eased to allow it to be used by the litho industry as long as it can be effectively employed. From present indications there seems to be a strong probability that this permission will be granted.

THE opacity of metallics has been the key to their wide usage in the industry which dates back to early trade history. In multiple color jobs of many years ago, metallic powders were dusted in by hand to cover up discrepancies in the color register. They thus served the two-fold purpose of turning an out-of-register job into one of precision appearance, and at the same time adding a highly decorative touch. Roller embossing, it is said, was also utilized at that time for the same purpose of covering up register.

The opacity of metallics is still an important part of their function. Many jobs which run into five, six, or more colors are bound to have register variations if anything like mass production is to be obtained, and opaque metallic powder applied by modern machinery has in the past performed this important function of completely covering any variations of register where several colors meet, or underlay each other. Substitute inks and powders thus far developed will not do this satisfactorily.

The temporary abandonment of metallic inks and powders in printing and lithography will probably be but one of many far-reaching changes which are the inevitable result of war. Lithographers recall that metallics were also abandoned during the first world war but that the trade went right back to their use again as soon as the war was over and supplies became available again. Since it seems possible to develop only partly satisfactory replacements. we look for a similar resurgence in use of metallics when the present war ends and supplies become freely available once more. *

Commend Illinois Report

The research work to discover what types of war work can be done by the printer by the war conversion committee of Graphic Arts Association of Illinois, Inc., has been commended by S. F. Beatty, secretary and general manager, and R. A. Ritter, superintendent of planning of the Government Printing Office and by William M. Passano, chief, of commercial printing section of Printing and Publishing Branch of W.P.B., both of Washington, D. C.

The War Conversion Committee of the Graphic Arts Association of Illinois was authorized last March to enter into its research work with Eagle Freshwater, as chairman, and the committee's personnel of 30 men representing every branch of the graphic arts. M. E. Powers, products engineer, was engaged to conduct the investigation in cooperation with the technical staffs of the various procurement agencies of the army and navy. The War Production Board was also consulted. The results of the six months investigations were reported in detail in a 15,000 word report printed in a book of 24 pages, 81/2 x 11 inches in size. Copies have been mailed to the membership of the association and to researchers.



... Help the war effort by the efficient use of Kodak supplies for the Graphic Arts

PHOTOGRAPHIC requirements of the Armed Forces and essential war industries have made demands upon our output so that we find it necessary to ration the distribution of certain sensitized materials. The quantities of these products available are allocated monthly to dealers. Please co-operate with your dealer in making the most efficient use of these vital supplies.

Make sure that you get the maximum use of your own inventory of these goods. On certain work, you may find that a shift can be made from one type to another that may be more plentiful or more readily obtainable at the time. See to it that every exposure counts in productive work, and avoid waste all along the line.

Unforeseen war requirements may occur, but we shall do our best to deliver to you all the goods possible, consistent with the requirements of the Armed Forces and essential war industries.

Your co-operation with your Graphic Arts dealer and with us will be mutually helpful in this emergency.

Graphic Arts Sales Division

EASTMAN KODAK COMPANY, ROCHESTER, N. Y.



SPECIALISTS under one Great Symbol

Our Army, Navy and Marine Corps are not alone forces of fighting men—but men trained for specific duties in their own fields of modern war, and all fighting under one Great Symbol, the American Flag.

Under one paper manufacturer's symbol, the Eagle-A, you will find papers qualified for the specific needs of modern business. Whether for executive stationery or factory forms, for technical needs or industrial uses, for accounting systems or legal purposes, the symbol of the Eagle-A is your guide to uniform quality and dependable performance.

Get the facts about Eagle-A Papers. Start now to enjoy the benefits derived from standardizing on one group of papers that excel in quality, appearance and printability. Your Paper Merchant will be glad to discuss Eagle-A Papers with you—he knows that the Eagle-A Trade-mark has been the accepted standard of quality for nearly half a century.

BONDS

LEDGERS for Accounting

THIN PAPERS

EAGLE-A

BOOK PAPERS
for Text

COVER PAPERS

BRISTOLS for Indexing

TECHNICAL PAPERS

MIMEOGRAPHS for Routine

AMERICAN WRITING PAPER CORPORATION HOLYOKE MASSACHUSETTS



Washington Letter By Jay a. Bonuits

REEZING of paper production—in the joint action of the American and Canadian Governments—has a double effect on the printing and publishing industry. The first, and obvious, effect is in the curtailment of paper for the industry's consumption.

Beyond this effect, however, is the implication of future direct controls over the printing and publishing industry itself.

Announcement of the production freeze, which limits the production rates of various paper products to the average operating rates of the past six months, freely forecasts further reduction in production and concentration of the industry on an international basis. Objective is to cut production of paper products to a minimum essential level as a means of releasing labor, power, transportation and materials for the war effort.

With the printing and publishing industry now put on notice that curtailments will have to be made in the industry, the proposed program for further curtailment in paper products production becomes of greater importance.

It is indicated that the extent of the reduction in paper production will bear to a considerable degree on any curtailment program undertaken for printing and publishing, and it is further indicated that no plan for cutting down production within the industry will be considered pending issuance of the new paper order.

THERE are also indications that the War Production Board is considering issuance of an order curtailing production and regulating the use of photographic film. Similar action has already been taken with regard to motion picture film, and control over photographic film would be initiated to conserve materials as in the case of motion picture film.

Indicating the WPB's increasing emphasis on repair and maintenance of existing equipment is the action granting an AA-1 preference rating for essential repair and maintenance of civilian industries.

While policy is to curtail civilian industry as much as possible, WPB is anxious to keep the nation's equipment in good working order, and the issuance of the action granting this rating—which formerly was issued only for military repair and maintenance—makes this rating available under certain conditions to the printing and publishing industry. This becomes effective the first quarter of 1943, but details of the plan are not completely worked out.

F particular significance at this time is the statement of WPB Chairman Donald Nelson concerning the importance of advertising in a wartime economy. Nelson emphasized the essentiality of advertising as a part of our communications system, and cited four important uses for advertising in the war economy, as follows:

 Where a manufacturer continues to have goods to sell to the civilian market, advertising has the same role as in a peacetime economy—to help him sell them.

2. The manufacturer who is now selling his goods to the Government instead of to the civilian may still have a proper need for advertising. He can perform a service by telling his former customers how to use and conserve and service the goods which he has previously sold them. Since those goods in service may well constitute the country's sole remaining stock of such articles, Mr. Nelson held it is certainly right for the manufacturer to use advertising to help make that stock last.

3. In cases where companies are virtually out of the civilian market—and expect to return to the civilian market after the war—those companies are justified in using advertising to preserve their names and good will, and the Government has recognized that

4. Advertising has an important usefulness for direct participation in the war effort. Chairman Nelson said some extremely valuable work has been done by advertising groups in support of war campaigns, such as the salvage drive.

MOST significant development in materials control for war production since the beginning of the

"LIGHT UP YOUR LETTERHEAD"

Give Your Sales a Lift .

with "Light Up Your Letterhead," a technique of producing "illuminated" letterheads that builds prestige for you and your customers. This is a Sales Plan offered to our customers—lithographers who use Fox River papers. Price conscious customers will forget cost because you can show them letterheads that appeal to their pride. The Book of the same name is your showpiece demonstrating twenty "illuminated" headings and several envelope corner cards. Then, there is "How to Light Up a Letterhead," the supplementary booklet that shows you how. At your request we will be glad to have them shown to you.

FOX RIVER PAPER CORPORATION

APPLETON, WISCONSIN

priorities system is the inauguration of the new Controlled Materials Plan—under which priorities will give way to direct allocations on a contract basis.

While priorities will not be entirely abandoned, the Controlled Materials Plan will control the most critical materials through direct allocations, and by a more definitive program of scheduling production, aims to balance the overall production program within the available supply of controlled materials.

The lithographer in his day-to-day operations will not be directly affected by this development in materials control. However, the broad implications of the CMP will affect him to the extent of the control exercised by CMP over printing and publishing equipment, and pulp. paper and paper products machinery.

Principal objective of the CMP is to assure a balance between the supply and demand of the "Controlled Materials"—steel, copper and copper base alloys, and aluminum. It is expected that with controls established over these materials, control over other materials will fall into line.

CMP does not become mandatory until July 1, 1943. Some industries will, however, be brought under its terms earlier, with such industries likely to be the war industries. Printing and publishing equipment, as well as pulp and paper machinery, are classed as "Class B" under CMP, and will be among the last products slated to come under the plan.

Under operation of CMP. manufacturers using the controlled materials will receive allocations on the basis of Bills of Material, representing the amount of materials in a particular product.

The Office of Civilian Supply has been charged with the function of establishing the minimum requirements for printing and publishing equipment, and the job of establishing these requirements will fall to the War Production Board Printing and Publishing Division.

It will be up to the Division, working with manufacturers in the industry, to establish the Bills of Material,

and when these Bills have been prepared, the Division will turn them over to the Office of Civilian Supply. When the allocations of materials have been approved, the Branch will tell the industry what it can or cannot make with the materials that have been made available. *

New OPA Forms Exempt Some

Certain printers and publishers dealing primarily in types of printing and printed paper products exempt from price control may be relieved. after appropriate review of their cases, from filing financial reports with OPA even though they have received written requests to submit the reports. the Office of Price Administration announced November 27.

The reports, filed on Forms A and B, are requested by OPA from 25,000 firms in many lines of business throughout the country to assist in administration of the Emergency Price Control Act. The announcement does not affect the responsibility of any printer or publisher with regard to other required OPA files and reports.

Certain companies which deal entirely or in large part in the exempt printing and printed paper commodities need not file the financial reports. But, OPA said, any publisher, printer, or allied manufacturer who has received a request to file Forms A and B and (1) whose total annual sales of products and services under price control exceed \$75,000 or (2) whose sales of products and services under price control make up 20 per cent or more of his total sales should submit the reports.

Before any company asked to file the reports concludes that it need not do so, it should take the matter up with the Financial Reporting Branch of the Office of Price Administration. In this way the facts of each case can be established, and the names of companies from whom reports are not desired can be removed from OPA's list of reporting companies.

OPA stressed that each company is expected to respond to the initial request for financial data, either by submitting the reports or by furnishing a letter setting out the facts upon which the decision not to report was based. Such a letter should include statements that the company's gross sales of products and services under price control are less than \$75,000 and that they represent less than 20 per cent of its total sales.

Eagle Develops Camouflage

Camouflage colors to fool an infrared night camera are being developed for use in modern warfare, according to data released by the Color Research Laboratory of the Eagle Printing Ink Co., Division of General Printing Ink Corp., New York.

The green chlorophyll of nature. it was said, has the unusual property of reflecting infra-red light in good abundance. This quality is not found. however, in most green pigments. Thus a green leaf and a green paint which may seem to be perfectly matched to the normal eye may, in an infra-red photograph taken from an airplane, show up as white and black. The pigments being formulated have high reflectance in infra-red. These are being used for paints and finishes in camouflage.

Arvey Announces Changes

Arvey Corp., Chicago, converters of cardboard and other point-of-sale display advertising specialties, announces that Paul Godell, vice president, is now in charge of all national sales, William H. Carmichael, Philadelphia office, will be in charge of Eastern sales, and Royal A. Hoffman has been elected vice president and manager of the Eastern Division.

Chandler Replaces Renard

William G. Chandler of Scripps-Howard newspapers has been appointed to replace George A. Renard as chief of the Printing and Publishing Branch of WPB. Mr. Renard. who has headed the branch for about a year, resigned to devote full time to his duties as executive secretary of the National Association of Purchasing Agents.



This poster by Karl Koehler and Victor Ancona won one of the four \$300 war bond prizes contributed by R. Hoe & Co. This and three others are being lithographed for distribution by Grinnell Litho of New York.

Hoe, LNA, **Prominent** in National War Poster Competition

THE four entries which were awarded prizes contributed by R. Hoe and Co., in the National War Poster Competition just concluded are now going into production at Grinnell Lithographic Co., Inc., New York, and others of the more than 2000 entries are available to lithog-

raphers for reproduction.

The contest, first announced last summer, brought in 2.224 entries. from 43 states and Hawaii, and on November 25 an exhibition of over 200 of the best entries was opened at New York's Museum of Modern Art. The contest was sponsored by the museum. Artists for Victory, and the Council for Democracy, with the cooperation of the Lithographers National Association. R. Hoe & Co. was the largest single donor to the competition. donating four of the \$300

war bond prizes and guaranteeing full color reproduction in quantity of the posters winning these prizes. Reproduction of others of the prizewinning posters is being arranged by some of the sponsoring groups and possibly by the Office of Civilian De-

Original art work on exhibit at the museum as well as the 2000 original posters that are not hung, is available to lithographers or advertisers for reproduction. Complete information on reproduction rights may be obtained from Theodore S. Ruggles, National War Poster Competition, Artists for Victory, 101 Park Ave.. New York. Announcements of the availability of these posters to lithographers have also been circulated by the LNA.

The posters were designed under

eight general themes, with prizes awarded to winners in each group. The winners of four of these groups sponsored by the Hoe company were: Nature of the Enemy theme-Karl Koehler and Victor Ancona (Poster shown above): Production theme. Dick Bates: War Bond theme. E. B. Greenshaw; and Loose Talk theme, Henry Koerner. All of the posters were done in full color.

Color reproductions of nine award winning posters appeared in the New York Times Magazine, November 29. The exhibition will continue at the Museum of Modern Art until January 3. The collection then will be placed on exhibition in various other cities where they may be viewed by lithographers or advertisers. Details of other showings have not yet been announced. * *



THE FUCHS & LANG MFG. COMPANY

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By I. H. Sayre
Technical Editor

SINCE photographic films and plates are becoming scarce, interest is being revived in all kinds of short-cuts to conserve the materials we have. Some of the old tricks, such as line and halftone reproduction on the same film, hand masking with overlays and direct reversals are again being used.

Here are the old routines with perhaps a new idea or two on how to make them work.

Halftone Reversals

Reversing means, of course, that a positive is acquired instead of a negative when photographing a copy of any kind. It should be remembered that some emulsions reverse better than others and it is wise to inquire of the manufacturers as to which of their materials are best suited for this purpose. An especially thin emulsion seems to reverse most satisfactorily.

To make a halftone negative reversal to positive, the film is usually exposed longer than for a normal halftone negative. It is developed in a contrasty developer such as D-85 and washed for about 30 seconds. It is then immersed in a solution of potassium bichromate to which sulphuric acid has been added (see formulas below) again rinsed and placed in a 5 per cent solution (about 24

grams to 1 fluid ounce) of potassium metabisulphite for 15 seconds, then back in the first developer. Now, here is the trick. The film is reexposed while in the developer for the second time by turning on a white light a few feet from the developing tray. (Try 40-watt mazda at three feet for five seconds.) The film should just begin to show fog, when the light is turned off and the development completed. Fix in hypo, of course, in the usual manner.

The only step that is different in this method from the usual reversal procedure is the exposure while in the developing tray for the second time. It seems that when the exposure is controlled in this manner a cleaner dot is obtained because the first development seems to have a slight desensitizing effect around the first dot image, and given a short second exposure, none of these areas redevelop.

The first dot image must be well joined in the highlights or the positive highlight dots will have a "tail" bridging them.

Direct Reversing

This plan has been used for map making and saves both time and plates. A dry plate negative is first made of all the map, including all the colors. It is then mounted in a transparency holder with its back to the lens and a set of positives, (one for each color), are taken. Solid colors are then opaqued in on the positives and unwanted work scraped off. An albumen plate is made, double printing screened tints over the areas which were opaqued.

Laying the Work Straight

This is a very important part of platemaking though it sometimes appears to be regarded with indifference by some platemakers. A plate can be twisted or pulled, side guides can be moved, or cylinders changed, but none of this should be done. When the plate comes to the pressman, he should "never have to move more than one line up nor more than two lines from the side" to get a straight lay on the paper, to quote our friend Joe Machell. There is no reason why anyone making plates should fail to place the work so that it falls straight and center to the page, even if the plates have been used previously and pulled out of shape at the grippers. A hairline should be engraved on the center of the plate cylinder, and a line on the gripper edge in the center of the plate. These lines can always be made to coincide in placing the plate on the cylinder. On the layout table or photocomposing machine, two pins, or a gauge may be used which are placed in exactly the same position as the plate clamps. The edge of the plate which fits into the clamps should be placed against the pins so that it is resting against them just as it would fit into the plate grippers. The gripper measurement should then be taken from these points. The gripper margin should never be taken from the extreme corners of the plate. Where this system is established, make-ready time is greatly reduced.

(Editor's Note — Space does not permit full coverage of this subject here. Next month's Shop Talk will include discussions of Overlays for Color Separations and Continuous Tone Reversals. This column is for our subscribers. If you have any problems, send them in and we'll do our best to help.)

Memorandum ...

TO OUR CUSTOMERS

We believe we have the finest employees obtainable.

It is often difficult to have a complete staff of trained personnel in our organization, because of the fact that some of our people have entered the country's services, and some others have joined the war industries.

Therefore, we ask your kind indulgence if at times our service seems a little slow. Some of our employees may be new and not thoroughly acquainted with their duties.

For the duration of the war, the employment situation will continue to be difficult and while we will do our very best to render a high degree of service to our customers, we must, of necessity, ask you to be patient when we fail to measure up to previous standards.

SEASON'S GREETINGS



WESTERN LITHO PLATE & SUPPLY CO. 1019 Soulard St., St. Louis, Mo.

TEXAS OFFSET SUPPLY CO., INC. 243 W. 13th St., Fort Worth, Texas ILLINOIS PLATE GRAINING CO., INC., 913 W. Van Buren St., Chicago, Illinois

DIXIE PLATE GRAINING CO. 613 Whitehall St., Atlanta, Georgia

Honor Best of Twenty-Four Sheet Posters

FIRST place honors in the 13th annual exhibition of outdoor art, held in Chicago during November, went to a 24-sheet poster. "Hot Dawg," executed for the H. J. Heinz Co. by Gugler Litho Co., Milwaukee. McCandlish Litho Co., Philadelphia. took second place with the poster "I Feel Like A New Woman." produced for the Procter & Gamble Co., and third award was given to a poster, "Has a Great Following," which Continental Litho Corp., Cleveland, lithographed for Standard Oil Co. of Ohio.

Three of the ten posters selected for "Honorable Mention," were produced by McCandlish, and Continental Litho was represented by one on that list. Two of the ten honorable mentions were produced by U. S. Printing & Lithograph Co. and one each of the remaining four was made by Kubin-Nicholson Co., Erie Lithograph Corp., Spurgeon-Tucker and Strobridge Litho Co.

Special citations for merit were given to three patriotic posters produced by Gugler, Thompson-Symon Co., and U. S. P. & L. Co. In the selection of the "Hundred Best Posters" of 1942, nearly a score of different lithographers are represented. including the top prize winners mentioned above. Judging was done on two points: (1) effectiveness of the advertising idea in relation to its merchandising and sales producing value and (2) execution of the idea. W. Floyd Maxwell, executive secretary of the Lithographers National Association, was a member of the jury which made the awards.

Announcement of the awards was made at a luncheon of advertising men, lithographers and others in Chicago, at which Don Belding, executive vice president of Lord & Thomas, was the principal speaker. Burr L. Robbins of General Outdoor Advertising Co., Chicago, was general chairman of this annual midwestern advertising classic. *

Ist Award — By Gurgler Litho Co., Milwaukee for Heinz Co. Artist — John De-Looy, Agency — Maxon, Inc.

2nd Award — By McCandish Litho Co., Philadelphia, for Procter & Gamble. Artist— Andrew Loomis, Agency — Compton Advertising.

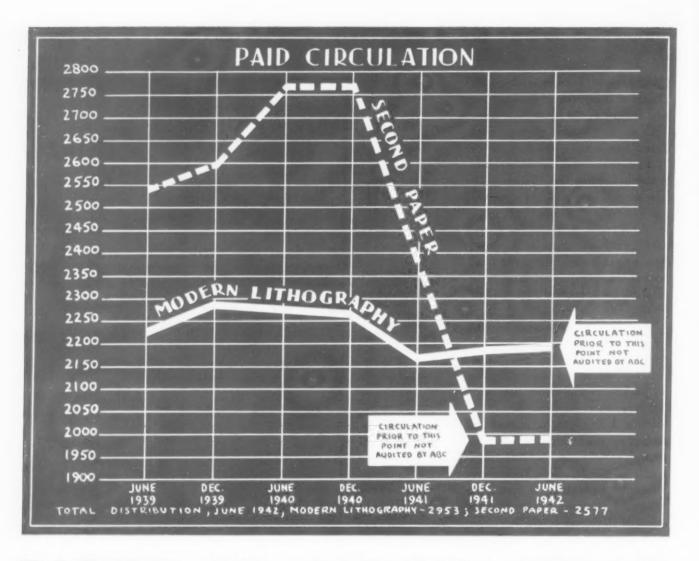
3rd Award — By Continental Litho Corp., Cleveland for Standard Oil. Artist — Albert Staehle, Agency— McCann - Erick son, Inc.

Special Citation— By Thompson-Symon Co., Terre Haute, Ind. for U. S. Treasury. Artist — Marshall Reij.

Special Citation— By Gugler Litho for U. S. Treasury. Artist—Carl Paulson.

Special Citation— By U. S. Printing & Litho Co. Brooklyn for Standard Oil. Artist—John Vickery, Agency — Mc-Cann - Erickson, Inc.





FIRST IN CIRCULATION

Modern Lithography now offers advertisers the largest A.B.C. paid circulation and distribution in the lithographic industry as shown by the above chart. A.B.C. stands for Audit Bureau of Circulations, a non-profit organization created for the sole purpose of auditing circulation of newspapers, national magazines, business publications and others which have paid subscribers. Member publications open their books to this independent audit, and these A.B.C. reports afford the only recognized proof of paid circulation—how much, where, and how it was obtained.



MODERN LITHOGRAPHY
254 WEST 31st STREET, NEW YORK

IN AND ABOUT THE TRADE

Ration Banking Offers Market

With the probability of a national system of ration banking being set up during January, individual banks in all parts of the country will require new checkbooks, forms, and other types of material ordinarily produced by lithographers. The new system of ration banking has been carried on successfully in a test area in New York state, and is expected to be set up as a national clearing system for ration coupons using the facilities of the nation's commercial banks, and the clearing machinery of the Federal Reserve System.

According to preliminary information, individual banks will secure from their normal source of supply their new form requirements. There has been discussion of using a particular color of paper for each rationed commodity, while another possibility is the overprinting in various colors of the names of particular commodities on the forms. Many of the details are not yet announced.

Public Printer Accepts Post

U. S. Public Printer, Hon. A. E. Giegengack accepted the role of honorary chairman of the Graphic Arts Victory Campaigns Committee early in December as the industry-wide program swung into action on many fronts in the lithographing and printing fields. The principal promotion material produced during the past month is the four-page insert (See pages 31-34) which carries the theme, "Printing is essential to the war effort -it's time to say it aloud." To be issued soon is a manual "Guide to Essential Wartime Printing" which will serve as a handbook for producers of lithography and printing.

Funds continue to come in from both large and small houses, the committee reports, and a large number of these contributions are based on the one dollar per employee plan. A report shows that all bills have been paid to date.

Temporary headquarters for the committee have been set up in New York on the 15th floor of the National City Bank Bldg., 42nd St. and Madison Ave., where all dummies and work done to date is on exhibit. Most of the art work contributed to date has come through the Commercial Artists Board of Trade, the committee reports. Complete government approval has been obtained on all phases of the program.

N. Y. Assn. Plans Dinner

A Christmas steak dinner for members and their guests is planned for December 17 by the New York Photo-Lithographers Association, Walter E. Soderstrom, executive secretary, announced. The affair will be held at Cavanaugh's Restaurant, 258 West 23rd St., New York. Individual prizes will be more restricted this year than last, the secretary said, but there will be no rationing of entertainment. Reservations are being made through Mr. Soderstrom and are not to exceed \$5.

Group Discusses Curtailment of Printing

PRODUCTION curtailment of less essential printed matter in line with present and anticipated shortages of materials, transportation, and manpower was discussed at a meeting of the Commercial Printing and Lithographing Industry Advisory Committee held December 2 in Washington. No accurate prediction can be made as to when or to what extent curtailment must be made in the in-

dustry, committee members agreed. The purpose of the meeting was to discuss what would be the most sensible use of whatever material. transportation, and manpower may be available to the industry. Further discussions will be held later.

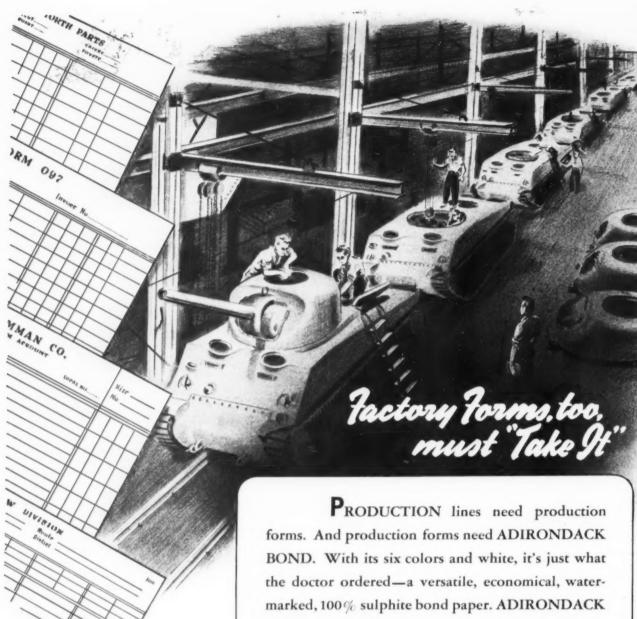
(Editor's Note—Those originally invited to participate in these advisory committee meetings in Washington were listed in Modern Lithography, November, page 31.)

Raise Litho Zinc Quota to 75%

A N increase in the amount of zinc available to lithographers and other graphic arts zinc users was permitted with the issuance of Amendment No. 1 to General Conservation Order M-99 by the WPB, effective November 15. The amendment raises the amount of zinc which may be used for plates from 50 per cent of the amount used in the corresponding months in 1941 to 75 per cent, for a three month period ending February 15. After February 15 the

permitted usage will again be reduced to 50 per cent of the amount used in the base period. The amendment was issued to allow additional time for users of zinc to adjust their usage downward.

According to the Associated Press. a WPB spokesman emphasized that the base period took in the first one and one-half months of 1941 and the last one and one-half months, not the three-month period starting November 15, 1941, and running into 1942.



Companion Papers

INTERNATIONAL MIMEO SCRIPT Ideal for mimeo work

INTERNATIONAL DUPLICATOR

More copies, clear reproduction, in gelatin or spirit process.

BEESWING MANIFOLD

Strong, light-weight, water-marked manifold paper.

ADIRONDACK LEDGER

Economical, strong, water-marked ledger sheet; for accounting and

SPRINGHILL

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BOND can "take it" - printed, typed, or written. It's available from your nearest merchant in stock sizes and weights.

ADIRONDACK BOND

INTERNATIONAL PAPER COMPANY

220 EAST 42ND ST.



NEW YORK, N.Y.

PAPERS FOR PRINTING AND CONVERTING

THOUGHTFUL PLANNING IS A SERVICE TO THE NATION

N. Y. Litho Club Nominates Carey

WILLIAM H. CAREY, Sweeney Litho. Co., headed the slate of nominated officers of the N. Y. Litho. Club for the coming year at its stag dinner. November 18, at the Building Trades Club, New York. Others nominated were Walton W. Sullivan. Tooker Litho Co., for vice president; Oscar Falconi, Maverick & Wissinger, for treasurer, and Jacques J. Tisne, Schlegel Lithographing Corp., for secretary. Present president of the club is Alfred F. Rossotti of the Rossotti Litho Co., who will automatically become a member of the board of governors. Others nominated for the board are. George Schlegel. Richard W. Brendel. Philip Quartararo. Joseph A. Ventimiglia, Frank J. Schaefer, Peter A. Rice, Rubin Wohl, and Cue O'Doherty. Election is expected to be held at the December 16 meeting.

There were 145 attending the stag

dinner, including a special delegation of 12 from the Philadelphia Litho Club. made up of club secretary F. W. C. French, and seven members of the board of governors. The evening's program was built around a master of ceremonies with a number of entertainers. The party was swelled somewhat later in the evening when several from the Young Lithographers Association, which was meeting nearby at the Advertising Club, came in after their own program was ended.

Preliminary plans for the New York Club's Christmas Party were announced. It will be held at the Building Trades Club, 2 Park Avenue, Wednesday, December 16.

Applications for membership were received from Ralph A. Wantuck, D'Arcy Printing & Lithograph Co., and Joseph A. Caruso, Business Letter Service Co.

LNA Warns of Wage and Overtime Rules

N a bulletin dated December 4. Lithographers National Association warned its members of the "strict regulation now in effect covering wages and salaries which makes it impossible to raise your scales, both of salaries and wages, in order to attract men in competition with the high rates being paid today in war industries." The bulletin further states that "all matters relating to wages and all salaries of \$5,000 or less, unless paid to a bona fide executive, administrative or professional person not represented by a collective bargaining agency, come within the jurisdiction of the National War Labor Board. Matters relating to other salaries of \$5,000 or less come within the jurisdiction of the Bureau of Internal Revenue and the Treasury Department, while matters relating to salaries above \$5,000 fall under the direct jurisdiction of the Economic Director."

In pointing out that employers

and employees are equally liable to penalties, the bulletin states, "Penalties include fine and/or imprisonment and heavy tax liabilities and further complications on any government contracts you may hold. The fine and/or imprisonment penalties apply not only to the person who pays the illegal wage but also to the recipient of the illegal wage. It is probable that your employees do not realize this latter fact." For further information, lithographers are referred to their nearest Wage and Hour office.

N. Eng. Has Litho School

New England's first lithographic trade school courses are now entering their third month at the State Trade School, Bridgeport, Conn. T. Edwin Keyes, instructor in photo-lithography, states that the courses are being enthusiastically received by those enrolled, and practical training in all phases of lithography will be

covered in the long range program. Instruction is planned to fit the individual's needs, he said. Equipment includes a 17" x 22" Harris press, photo-imposing equipment, a vertical whirler, vacuum frames, and a 24" camera. Classes are offered in either day or evening sessions, and complete information is available from John H. Hill, director of the school, or from Mr. Keyes.

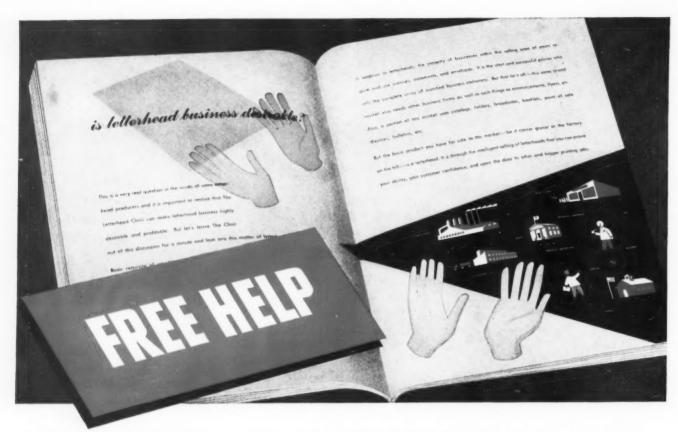
Institute Elects Johnston

The lithographic industry had a strong hand in the annual meeting and packaging conference of the Packaging Institute, Inc. through the activities of Hal W. Johnston, vice president of Stecher-Traung Lithograph Corp., Rochester. The conference, November 5 and 6, was held at Hotel New Yorker, New York, and was attended by more than 500 representatives of the packaging industries.

Mr. Johnston was elected a director of the institute and will serve as chairman of the supplies division. He was also prominent on the two day program, leading a forum discussion "Packaging and the Problem of Feeding America." The entire meeting emphasized the wartime trend toward substitute materials for packaging, replacing such critical materials as metal containers.

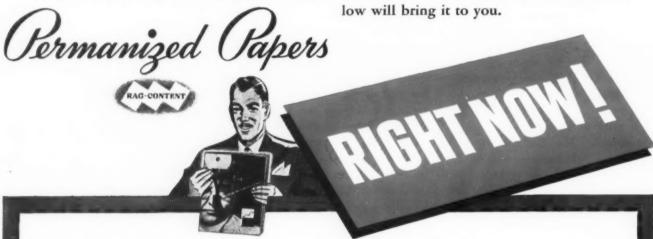
Rule on Photostats

Blueprinting, photostating and similar processes of photographic reproduction are not covered by Maximum Price Regulation 225 which covers printing and printed paper products, but come under the general regulation issued earlier, according to the Office of Price Administration. It was pointed out that these photographic processes differ from lithography and printing in that they do not involve the transference of ink to paper or other material. Where these services are performed in direct connection with the printing of books, magazines, newspapers and other exempt printed matter, however, they are also exempted, it was stated.



Business stationery printing — when properly solicited — can be highly profitable... can fill in the valleys of your sales curve because it is consistant, *repeat* business. And it opens the door to other printing orders.

The free Letterhead Clinic provides the plan ... shows you how to get business stationery orders ... helps you get them! This plan is completely described in a free, profusely illustrated 24-page book. This coupon below will bring it to you.



THE LETTERHEAD CLINIC, WHITING-PLOVER PAPER COMPANY · 14 WHITING ROAD, STEVENS POINT, WISCONSIN

I would like to know about your FREE Business-Building Plan as described in your FREE 24-page book, Wby You Should Use The Letterhead Clinic.

Name-

Position

IMPORTANT: This coupon must be attached to your BUSINESS letterhead. This offer is restricted to printers in the U.S.A.

Tells Young Lithogs of Chemical Graining

A NEW process for chemically graining aluminum litho plates was described at the November 13 meeting of the Young Lithographers Association of New York by E. J. Nelson, of the Aluminum Company of America, and considerable interest in the process was shown by lithographers. Mr. Nelson stated that successful experiments have been carried on by his company and some noteworthy results obtained in this method of graining a new plate. He stated that the grain obtained chemically was finer than ordinary grains and would produce a higher quality of work with the finest screen. Thus far the method is not adaptable to regraining plates. With no aluminum available at present for experiment, the company has used materials loaned by some lithographers, Mr. Nelson said. He expressed the hope that after the war a complete scientific method could be offered to the trade. He also predicted that after the war better aluminum plates could be obtained for less, asserting that his company is today rolling better

aluminum than two years ago and is doing it fifty times faster.

Mr. Nelson also gave a number of fundamental points for the conservation of plates now in use. These points included warnings against the use of caustic for cleaning plates, deep etch that is etched too deep, plates not tight to rollers, loose blankets, ink from rollers set too tightly, slowing up of ink rollers as contact breaks, worn sockets on ink form rollers, excessive pressure and poorly meshed press gears.

"Unfinished Rainbows," a movie in sound and technicolor and produced for the Aluminum Co., was shown as a feature of the meeting. The film dramatized the story of the enterprise and resourcefulness inherent in the development of a low-cost method of separating aluminum from its compounds.

With no meeting scheduled for December, the next meeting of the group is planned for Wednesday, January 13, at the Advertising Club. 23 Park Ave., New York.

the name of Security Banknote Co. The officers of the new corporation are Thomas C. Bradley, president; James F. Gouglass, O. Stuart Thomson, Jr., and George W. Goldsworthy, Jr., vice presidents; James A. Bradley, secretary, and Harry F. Hamer, treasurer.

Both firms have specialized in the making of documents, stamps, and money for foreign governments, and Republic has broadened into general lithographic work. Both types of lithography will be continued, and offices in the two cities will be maintained.

Eastern Lithographers Meet

The Eastern Lithographers Association met at the Aldine Club, New York. November 24th, to hear a series of reports on the supply and labor outlook. Future supply of paper, film, zinc, stitching wire, etc., were among the specific topics discussed. Following a discussion of the labor situation and the manpower outlook, a new four-man labor committee was appointed. At the meeting the announcement was made that three new member firms have joined the association, National Process Co.. R. R. Heywood Co., and U. S. Printing & Lithograph Co.

York Issues Packet

The second mailing of "What We Are Doing at York" has recently been distributed by York Lithograph Co., Detroit. The firm points out that "with gas rationing now added to rubber conservation" it will depend more and more on these mailings to keep in touch with customers. The packet of samples illustrates how some Detroit firms are using lithography to keep in touch with their customers while they are aiding directly in war work.

Woodruff in Air Forces

John L. Woodruff, formerly with Sackett & Wilhelms Lithographing Corp., New York, has joined the Army Air Forces and is now an expediter with the Eastern Division.

Baltimore Club Plans Christmas Party

The annual Christmas party of the Litho Club of Baltimore is planned for Monday, December 21, at the Emerson Hotel, that city, according to plans announced at the November 16 meeting. Complete plans are to be announced locally. At the November meeting, Alfred Rossotti, president of the New York Litho Club was the speaker, with the subject of controlled equipment and controlled methods in lithography. He passed on many points taken from his own experience as president of the Rossotti Lithographing Co., North Bergen, N. J. Thirty-three members and guests were present.

Outstanding business of the eve-

ning consisted of two resolutions allowing members going into the armed forces or into direct war work to retain their membership in the club. In the case of men in the services, payment of dues is to be optional. Preliminary plans were announced for an Oyster Roast to be held during February. J. Albert Caldwell, Young & Selden Co., president of the club, presided.

Security and Republic Merge

Directors of Security Banknote Co., Philadelphia, and Republic Bank Note Co.. Pittsburgh, announce that the two companies have consolidated into a new corporation under



TO DEVELOP FOR YOU exactly the paper your particular job requires, Sorg brings to bear intensified study of *your* individual problem. Plus skilled research work in the modern Sorg laboratory. Plus more than 90 years experience in making hundreds of different kinds of papers. Month after month, and year after year... SINCE 1852, THE SORG organization has

been mastering the art of making papers for a long list of industrial uses. Long before the War between the States, we were creating new papers to meet the needs of those pioneering days. When Teddy Roosevelt's "Rough Riders" stormed San Juan, we were developing new file guide papers, and record papers, for the growing business of America. When Pershing's men fought at Chateau Thierry, we were preparing for the new era of business expansion and America's multiplying use of papers in industry. Today . . .

OUT OF THIS RICH, LONG EX-PERIENCE, Sorg men are better able to serve you than ever before. Write—wire—or 'phone your needs. We are ready, and able, to serve you.



THE SORG PAPER COMPANY . . . MIDDLETOWN, OHIO

Manufacturers of a wide variety of Fourdrinier and Cylinder papers ... Specially constructed papers made to individual orders,

STOCK LINES: Equator Offset • Equator Index Bristol • Cream Sorex • White Sorex • No. 1 Jute Document • Buckhide Tag • Valley Cream Post Card • Middletown Post Card. For Converting Use: DBL (Double Bleached Lined); DIP (Dyed-in-Pulp).

CHICAGO OFFICE: Daily News Bldg. NEW YORK OFFICE: . . . 370 Lexington Ave. REPRESENTATIVES, BOSTON: C. H. Dodge, 10 High St. ST. LOUIS: H. E. Bouis, Ambassador Bldg. LOS ANGELES: N. L. Brinker, 122 S. Central Ave.

Converts to War Work

American Decalcomania Co., Inc., Chicago, has converted its machine shop to war production purposes and. since September, has had a force of forty skilled mechanics turning out tools, dies and parts on sub-contracts for such prime contractors as the Link-Belt Co., Minneapolis - Honeywell Regulator Co., and others.

The company has always maintained a small machine shop to handle its own plant requirements and, after a survey of prospects, President Eisenberg found that with some expansion of equipment the new venture could be profitably undertaken. Operation of the shop on this war program is expected to continue for the duration.

At the same time manufacture of the company's principal product. decalcomanias, continues unabated and in increased volume, K. L. Mathews, advertising and sales promotion manager, stated, even though demand for decals for civilian purposes. such as typewriters and washing machines has ceased. The greater proportion of current decal production, he said, is being utilized on aeronautical and automotive equipment for the army, the decals being used to supply identifying insignia or provide directions for operation of such devices as bomb racks and releases on bombers. On some types of planes eighteen different transparencies are required. Mr. Mathews

Consideration had to be given to camouflage requirements for lettering on trucks, tanks and "jeeps." and in cooperation with military agencies, new materials with fluorescent or phosphorescent properties were developed for incorporation into the decals. In making airplane markings sixty inches or larger in diameter, new methods of production in sections also had to be devised.

The company has also been busy. Mr. Mathews said, on a contract for over 2.000,000 automobile license plates for use in Illinois during 1943. A composition fiber board plate is to be used as a substitute for steel

and the job involves application of the license numbers, plus several weather-resistant protective coatings. For this work special drying ovens with automatic handling equipment had to be designed and installed and efficient operating methods worked out. Placing of the contract had been delayed until state authorities could make thorough tests of the new fiber board plates and to insure completion of the contract on a rush schedule plant operations had to be carefully organized before start of the job in mid-November.

McCormick Produces Sticker

First developed merely as a catch line for a mailing piece by the creative department of the McCormick-



Armstrong Co., Wichita, Kan., the design and slogan "Selling by Mail Requires No Tires" has since been effectively used by that lithographic firm. Now produced in the form of a sticker, it is used as a novelty to promote printing and lithography, appearing on packages, selling literature, advertising, stationery and labels in red and blue ink.

Gives Soldiers a "Lift"

Chicago Planograph Corp., Chicago, has adopted the plan of seeing that employees who are entering the armed services leave for camp with enough spending money to keep them going until the first pay day. At the farewell party in the plant President Mark Harrison presents each man with a substantial sum, all getting the same amount regardless of the size of their wages or position in the shop. The practicality of this plan, Mr. Harrison said, is attested by the letters later received expressing the recipient's gratitude for the timely "lift."

Maxwell Speaks at Chicago

W. Floyd Maxwell, executive secretary of the Lithographers National Association, discussed the war's impact on the litho industry at a meeting of Chicago lithographers arranged by George W. Benton, western manager of L. N. A. in Chicago Nov. 12. Recent regulations of O. P. A., W. P. B. and O. D. T. affecting the industry, were outlined and special attention given late rulings of the War Labor Board on wages and hours. Washington thinking, Mr. Maxwell told the Chicagoans, is indicating a trend toward concentration of industries. He urged his hearers to adopt a forward look with the possibilities of such a move in mind. Ouestions from the floor centered largely on the application of O. P. A. rulings and report forms which lithographers must file; also on W. L. B. regulations regarding wage raises or decreases and their effect on income reports. Most of Chicago's leading litho firms were represented by their executive officers. Preceding the program a dinner was enjoyed in the Electric Club's dining room.

Toof Publishes Book

A book. "The Organization and Training of Industrial Fire Brigades" has been published by S. C. Toof & Co., lithographers of Memphis. Tenn. The book is being used as a manual in a training program in Memphis and also by other industrial firms in other parts of the country. The books are available at \$1.00 per copy with quantity discounts. Reprints are also available for large scale training programs.

Crocker Joins Whitaker

Bruce Crocker, widely known sales executive in the paper field, has become vice president and general manager of Whitaker Paper Co., with which he was formerly associated from 1932 to 1935. Mr. Crocker's entire business career has been spent in the paper trade, first with Paper Mills Co., then with Whitaker and for the past eight years with Crocker-Burbank Papers, Inc.

Lest We Forget, We Say Yet-

BONDS or BYE

We again present our slogan, which originated in the offices of Godfrey Roller Company. Many have copied it — and used it — for which we are thankful, for the good reason that we want it to help our Country and we hope it does . . .

We hope more people use it and more buy bonds — then we'll all feel happier . . .

Along with this comes the usual good wishes of Godfrey Roller Company for the future . . . we hope it will be bright for all of us!

WE DO KNOW WE ARE THANKFUL FOR OUR PAST SUCCESS AND THANKFUL ONCE AGAIN TO ALL THOSE THAT HELPED US.

Merry Christmas and Happy New Pear!!



GODFREY ROLLER COMPANY

211-217 North Camac Street PHILADELPHIA, PENNSYLVANIA

Sincerely and Cordially,

Welliam & Squitt



Connecticut Litho Club Nominates Rich

ALPH RICH, Rich Litho, Chi-R copee Falls. Mass., was nominated president of the Connecticut Valley Litho Club at the club's meeting December 4, at City Club, Hartford. Other officers named by Jack Myles. General Printing Co., Springfield. Mass., chairman of the nominating committee, were Albert J. Schultz. Worcester Litho Co., Worcester, Mass., vice president; Wendell Guy, New England Printing & Litho Co., Bridgeport, treasurer; and Fred Gerlacht, Aetna Fire Insurance Co., Hartford, secretary. Nominated to serve on the board of governors were Simon Rosenthal, Fox Press, Hartford; Floyd Scott. Brooks Bank Note Co., Springfield, Mass.; and F. Paulson, Steinback Co., New Haven. These nominees will be up for election at the club's next regular meeting tentatively set for Feb. 5. Fred Kendall, Kellogg & Bulkley, Hartford, is the club's present head.

Joseph Machell, Stecher-Traung Lithograph Co., Rochester, N. Y.,

was the speaker at the December meeting and devoted most of his remarks to present day pressroom problems. Saving that the smallest things in the pressroom were often the causes of the biggest difficulties. he told how in his plant all methods and operations had been standardized. Among these "little things" was the proper cutting of blankets. He said that blankets placed on rollers with slightly less stretch in the center make for more uniform thickness of the blanket, thus saving makeready time. In his plant they get two and a half million impressions per blanket, he said. Other important points included a uniform and known opening between cylinders, and the setting of presses the same every day. He stressed the importance of training operators right so each would not use his own methods. Considerable interest was shown in sample press sheets he displayed. showing Kodachrome reproductions in 200 line screens.

Discuss Magazine Paper

nati.

Possible methods to curtail magazine paper usage were discussed December 1 by the Magazine and Periodical Industry Advisory Committee and representatives of the War Production Board at a meeting in Washington. One method discussed was a straight reduction applying to all users in the trade. Another was to reduce paper basis weights to a minimum. Members also considered suggestions on what base period should be chosen in making any curtailment.

Steege, Crocker-Union, San Francisco; and Joseph P. Thomas, U. S. Printing & Lithograph Co., Cincin-

A sub-committee has been selected to make a further study and to submit recommendations. The sub-committee consists of Mason Britton of the McGraw Hill Publishing Co.; A. L. Grammer, Street & Smith; Lewis W. Trayser, Curtis Publishing Company, and N. L. Wallace, Time, Inc. A. G. Wakeman, Director of the Pulp and Paper Division of WPB, stressed the fact that there will be less paper available in the future, because of increasing war demands and because of manpower and transportation shortages.

Label Manufacturers Discuss War Problems

ANY lithographing firms were represented at the 26th annual meeting of the Label Manufacturers National Association which was held at the Edgewater Beach Hotel in Chicago on November 12-13-14. The program was devoted to a discussion of the steps being taken to place the industry on a war footing.

The association approved a plan which has the endorsement of the War Production Board to place on can labels an emblem or design to instruct housewives regarding the salvage of cans for recovery of the metal for war purposes.

The following officers were elected: President, Theodore C. Nevins, Nevins-Church Press, New York; vice president, Ted Fleming, FlemingPotter Co., Peoria, Ill.; treasurer, Hugo Dalsheimer, Lord Baltimore Press, Baltimore, and secretary, Charles R. Cosby.

The expiring terms of four directors were filled by the election of: Frank W. Barnard, Calvert Lithographing Co., Detroit; William E. Craig, Brandau-Craig-Dickerson Co., Nashville, Tenn.; Ted Fleming and Theodore C. Nevins.

Directors holding over are: A. G. Alexander, G. A. Ackermann Printing Co., Chicago; Hugo Dalsheimer; Herman Gamse, Gamse Lithographing Co., Baltimore; Daniel J. Kerwin, Woodward & Tiernan Printing Co., St. Louis; Ben F. Klein, Progress Lithographing Co., Cincinnati; Carl R. Schmidt, Schmidt Lithograph Co., San Francisco; William E.

Hint More Paper Restrictions

Restrictions on the use of paper in the United States patterned after the regulations now in effect in England were hinted early in December as Morris Ernst of the War Production Board completed a study of British methods in London, according to a dispatch by the Associated Press The story stated that paper limits tions in England were due to the shutting off of Scandinavian pulp sources and to reductions in shipping from Canada. They include control of the size and circulation of newspapers and a comprehensive civilian campaign covering even the salvage of bus ticket stubs and the re-use of envelopes.

SERVICE PLUS QUALITY!

HAS MADE OUR PLANT THE WORLD'S LARGEST

WE SPECIALIZE IN SMALL PLATES
ALSO REGRAINING MULTILITH

ZINC and ALUMINUM PLATES UNGRAINED-GRAINED-REGRAINED

Telephone: EVergreen 9-4 2 6 0 4 2 6 1

Lithographic Plate Graining Company of America Inc.

37-43 Box Street-Brooklyn.N.Y.

We are grateful that we live in a land of free people, where—

GOOD WILL

is more than two words in the dictionary, and where business friendships, as a rule, are cordial and lasting. And as that speccial season of good will approaches, we wish you all the joys that such a time should afford. May we all lay aside material pursuits for a moment and enjoy the recollection of friends.

MALLINCKRODT CHEMICAL WORKS

MALLINCKRODT ST., SAINT LOUIS, MO.

74 Gold Street, New York, N. Y.... Chicago... Philadelphia... Los Angeles.

(RAMINERAM RAMINERAM RAMINERAM)





. . Montreal

MODERN LITHOGRAPHY

Einson-Freeman Completes Christmas Display



Waterman Pen Co. has just distributed a cut-out display promoting their fountain pens as Christmas gifts for both civilians and men in the service. Designed and lithographed in deep-etch offset by Einson-Freeman Co., Inc., Long Island City, N. Y. the display consists of a large

center piece and two side cards, as shown above. A number of other similar jobs recently completed by the Einson-Freeman Co., included displays for Ruppert's beer and ale, Kreuger beer and ale, and National Distillers.

Publish Book of Currier & Ives Lithographs

ONTAINING 224 four-color and duotone lithographed prints the colorful volume "Currier & Ives, Printmakers to the American People" has recently been published by Doubleday. Doran and selected for distribution by the Book of the Month Club, as their January dividend. The full page lithographed reproductions of the famous original stone lithographs of Currier and Ives were produced by Zeese-Wilkinson Co., Inc., Long Island City, N. Y. by their Similetone deep-etch process.

Although copies of the book are already in bookstores, part of the total of 390,000 volumes is still in production, according to Foster H. Coleman who is in charge of the job at Zeese-Wilkinson. Mr. Coleman stated that the work is being run on two-color presses.

Several years ago these same prints were included in an original limited edition in two volumes which was also produced by Zeese Wilkinson, and Mr. Coleman said that some of these original positives were used in the present edition, although conversions had to be made from albumen to deep-etch plates. At the time the original edition was published, copies sold for as high as \$300, he said. Copies of the present volume sell for \$5. The present book is 9" x 12", and contains new text material written by Harry T. Peters, from whose collection the prints were reproduced. A. P. Tedesco, art director of Doubleday Doran, was in charge of laying out the volume.

In addition to the illustrations. Zeese-Wilkinson is producing offset promotion material for the Book of the Month Club's advertising campaign.

Introduce Color Standard

A standard for color measurement so that colors may be specified in terms that mean the same to lithographer, printer, engraver, ink maker. art director or paper manufacturer was announced November 30, at the color show held in New York's Roosevelt Hotel, under the auspices of American Standards Association. The new standard for specifications is based on the use of the spectrophotometer and is expected to eliminate much of the current confusion in matching colors. The instrument will be used in connection with the color samples which have already been calibrated in terms of the fundamental standard as the samples of the 1929 Munsell color book. These standards will make it possible to match colors by wire or phone, by numbers, it was said.

Latham in Ordnance Work

Charles W. Latham, well known in the trade for his part in the educational work of the Lithographic Technical Foundation, is now in the Operations Division of the Keystone Ordnance Works, Franklin, Pa. Mr. Latham was a member of the teaching staff of the foundation and gave lectures in various places on the "Science of Pressroom Procedures."

James Coutts Dies

James Coutts, treasurer and manager of sales of the Macbeth Arc Lamp Co., Philadelphia, died November 30, after an illness of several months. Mr. Coutts was born in Edinburgh, Scotland, May 15, 1882. His childhood and early youth were spent in and around Boston, Mass., and most of his adult life in Philadelphia and Berlin, N. J. He was an active member of the Episcopal Church.

Philadelphia Fetes Ladies

The annual Ladies Night of the Philadelphia Litho Club was held December 4 at McCallister's, that city, and members of the club with their guests enjoyed the evening's dinner and entertainment program.

Union Approves Women

The hiring of female help in lithographic plants where male help cannot be supplied by the union was advocated by the International Council of the Amalgamated Lithographers of America in a recent bulletin.

Wage Decision to Washington

Evidence for and against the proposed establishment of a 40 cents per hour minimum wage for the printing, publishing and allied graphic arts trades was presented in a public hearing November 9 at Hotel Astor, New York, conducted by the Wages and Hours Division of the U. S. Department of Labor. The evidence now goes to L. Metcalf Walling, administrator of the Wage and Hour Law for final decision.

Those appearing in support of an increase in the minimum wage rate from the present 30 cents per hour were representatives of the Electrotypers & Stereotypers Association of N. Y., the N. Y. Paper Workers and Distributors Union, and the Brother-hood of Bookbinders. Opposing the recommendation were representatives of the National Editorial Association, and the North Carolina Press Association. The original public hearing at which a recommendation of the increase was decided upon was held in New York, September 25.

Replaces Oil With Coal

Magill-Weinsheimer Co., Chicago, has converted their building's heating system from fuel oil to coal, the change being made on orders from the Office of Petroleum Coordinator. One 200 h. p. boiler was altered at a cost of \$4,000, E. J. Lipsch, director of purchases, stated, but the company was permitted to retain another 100 h. p. boiler using fuel oil as standby equipment in case of emergencies.

Scrap Campaign Spreads

The "Hell-Box" scrap metal campaign among graphic arts establishments may spread across the continent, according to information received by S. F. Beatty, secretary and general manager of the Graphic Arts Association of Illinois, to whom reports from all cooperating plants in the Illinois campaign are returnable. The campaign was fostered by the Industrial Salvage Section of the WPB in Chicago.

E. W. Greb, deputy chief, Industrial Salvage Section Conservation Division, of WPB, Washington, D. C., in a letter to Harvey T. Hill. regional chief, Chicago, commenting upon the "Hell-Box" campaign.



22" x 34" Illinois Poster

wrote: "Thanks so much for the program of the Graphic Arts Industry. This has now been placed in the hands of our Planning Unit from whence a national program will be born. Looks to me like we could take it as is, and be pretty darn well off."

The principal piece of advertising issued in the Illinois "Hell-Box" campaign is a 22 x 34 inch two-color poster illustrated with a fortress bomber representing the Graphic Arts, from which the "Hell-Boxbomb" filled with scrap metal is about to fall upon the heads of Hitler and Hirohito who are "on the Run to Ruin." The poster was mailed in a WPB "Official" government envelope to each of 4,800 establishments in Illinois, including all daily and weekly newspapers, printing, lithographic, and other firms associated with the graphic arts. An extra 1,000 posters were furnished to the WPB by the cooperating graphic arts associations to mail to regional offices throughout the country to inform them of the nature and scope of the Illinois "Hell-Box" campaign.

Move to Conserve Wire

A four point set of standards for conserving stitching wire has been adopted by the Binders Group of the New York Employing Printers Association, and approval has been obtained from E. W. Palmer, Deputy Director of the Printing and Publishing Branch of WPB.

Already in effect, the standards are: No book, regardless of size, to have more than two wire stitches; saddle-wired booklets of 36 pages or less, trim size 9" x 12" or smaller, to have one wire stitch; saddle-wired booklets of 68 or less pages, trim size 7½" x 10½" or smaller, to have one wire stitch; and all side-wire glued cover books, size 9" x 12" or smaller, regardless of number of pages, to have one stitch. According to the binders, this program will make the available supply of wire last twice as long.

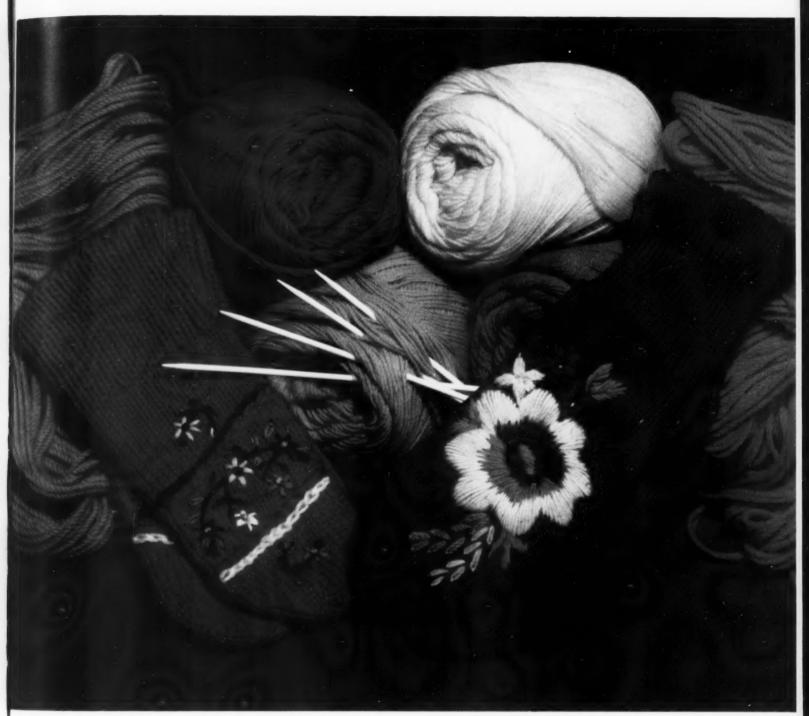
Polzins Await Litho Units

B. A. Polzin, senior partner in A B C Lithoplate and Graining Service. Chicago, enjoyed a brief furlough from army duty in his home town during November. Mr. Polzin completed basic training at Fort Leonard Wood, Mo., and was awaiting transfer to a litho unit in the Engineering School at Fort Belvoir. Va.. which he enters with the rank of Technical Corporal. Robert Polzin, junior partner in this Chicago trade shop, has been undergoing basic training at Fort Riley, Kans., and expects to be transferred to a litho unit shortly. Meanwhile the company's plant at 126 S. Clinton St., Chicago, is still operating under the management of James Buntin.

Lithog

Addresses Chemical Show

Allen Abrams, vice president in charge of research and development. Marathon Paper Mills Co., Rothschild, Wis., participated in the National Industrial Chemical Conference, held in connection with the National Chemical Exposition in Chicago, Nov. 24 to 29. At a session devoted to "Plastics and Paper," Mr. Abrams reported on new developments in paper and paper materials.



Lithographed in 4 colors

Warren's Cumberland Offset PRE-CONDITIONED Wove & Special Finishes

Postal regulations prohibit sampling of paper in this publication, therefore Cumberland Offset is not used for this insert. Sample Book of all finishes of Warren's Cumberland Offset may be secured from your Warren merchant.

Leading PAPER MERCHANTS

who sell and endorse

Warren's Standard Printing Papers

ALBANY, N. Y. Hudson Valley Paper Company
ATLANTA, GA. Sloan Paper Company
BALTIMORE, MD.

The Barton, Duer & Koch Paper Co.
BATON ROUGE, LA. Louisiana Paper Company, Ltd.
BIRMINSCHAM, ALA.
BOISE, IDAHO
BOSTON, MASS.
BUFFALO, N. Y.
CHARLOTTE, N. C.
CHICAGO, ILL.
CHICAGO, ILL.
CHICAGO, ILL.
CHICAGO, Paper Company
The Alling & Cory Company
Caskie Paper Company. Inc.
Chicago Paper Company

The Diem & Wing Paper Company
CLEVELAND, OHIO The Petrequin Paper Company
The Alling & Cory Company

COLUMBUS, OHIO

The Diem & Wing Paper Company
DALLAS, TEXAS
Olmsted-Kirk Company
DENVER, COLO. Carter, Rice & Carpenter Paper Co.
DES MOINES, IOWA
Western Newspaper Union
DETROIT, MICH. Seaman-Patrick Paper Company
EUGENE, ORE.
FORT WORTH, TEXAS
FORT WORTH, TEXAS
FORT WORTH, TEXAS
GRAND RAPIDS, MICH.

Quimby-Kain Paper Company

GREAT FALLS, MONT.

The John Leslie Paper Company
HARTFORD, CONN.
HOUSTON, TEXAS
INDIANAPOLIS, IND.
JACKSONVILLE, FLA.
LOSANGELES, CAL.
LOSANGELES, CAL.
LOUSVILLE, KY.
LLYNCHBURG, VA.
MILWALKEE, WIS.

The John Leslie Paper Company
Lenry Lindenmeyr & Sons
L. S. Bosworth Company
Crescent Paper Company
Midwestern Paper Company
Western Newspaper Union
Arkansas Paper Company
Zellerbach Paper Company
Miller Paper Company, Inc.
Caskie Paper Company, Inc.
Nackie Paper Company, Inc.
Nackie Paper Company

MINNEAPOLIS, MINN.

The John Leslie Paper Company
Henry Lindenmeyr & Sons
Lathrop Paper Company, Inc.
NEW HAVEN, CONN.
NEW ORLEANS, LA.

Alco Paper Company, Inc.
Henry Lindenmeyr & Sons
Lathrop Paper Company, Inc.
The Alling & Cory Company

NEW YORK CITY

J. E. Linde Paper Company
The Canfield Paper Company
Marquardt & Company, Inc.
Schlosser Paper Corporation
Zellerbach Paper Company

OAKLAND, CAL. Zellerbach Paper Company OKLAHOMA CITY, OKLA. Western Newspaper Union OMAHA, NEB.

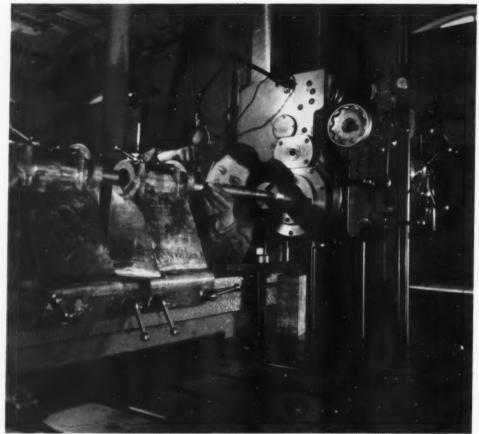
Field-Hamilton-Smith Paper Company
D. L. Ward Company
Schuylkill Paper Company
Zellerbach Paper Company
The Alling & Cory Company
C. M. Rice Paper Company
D. L. Ward Company
Zellerbach Paper Company

The Paper House of New England
STOCKTON, CAL.
TOPEKA, KAN.
TOPEKA, KAN.
Midwestern Paper Company
Midwestern Paper Corporation
TULSA, OKLA.
Try Paper Corporation
Tulsa Paper Company
Olmsted-Kirk Company
WASHLA WASH.
Zellerbach Paper Company
YAKIMA, WASH.
Zellerbach Paper Company
Zellerbach Paper Company

EXPORT AND FOREIGN

NEW YORK CITY (Export) National Paper & Type Co. Agencies or Branches in 40 cities in Latin America and West Indies.

AUSTRALIA
AUSTRALIA
B. J. Ball. Ltd.
New Zealand
Hawaiian Islands
Agents for Zellerbach Paper Co., Ltd.,



Taft Pierce Co. photograph by Creative Photographers, Inc.

Warren's Cumberland Offset

WOVE • SAXONY • HOMESPUN • LINEN • HANDMADE

ARREN'S Cumberland Offset is *pre-conditioned* by the exclusive process that has been used successfully on Warren's Label papers. Under average pressroom conditions, both winter and summer, Cumberland Offset may be run directly from the case or skid without further conditioning by hanging.

Comprehensive pressroom tests indicate that Cumberland Offset exhibits a minimum of stretch or shrinkage under changing atmospheric conditions. Tendencies toward curling and "cockling" are held to a minimum—even under extreme conditions of relative humidity.

Because of its flat-lying properties Cumberland Offset is a "production" sheet which may be run at maximum press speeds.

Write for free booklet—"How Will It Print by Offset"

S. D. WARREN COMPANY • 89 BROAD STREET, BOSTON



Display Lithographed Books

Chicago lithographers in large numbers examined with considerable interest the traveling exhibit of "Books Made for Children" which was displayed at Art Center Chicago during November. Of the 94 volumes shown, forty were produced by offset lithography, while pictorial inserts used in many others were also lithographed. Catalog data which identified printing processes used for each book, listed fourteen different offset concerns as producers of the forty lithographed volumes, two of the fourteen being credited with eight volumes each. The complete list of lithographers represented is as fol-

Jersey City Printing Co., Colorgrapic Offset Co., Bauer Litho Co., George C. Miller, Wm. Glaser, Reehl Lithograph Co., Duenewald Printing Corp., Pace Press, Robt. Teller Sons & Dorner, National Process Co., Western Printing & Lithographic Co., Polygraphic Go. of America, The Tudor Press, Inc., and Sackett-Wilhelms Lithographic Corp.

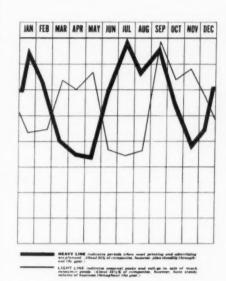
The exhibition was assembled by the American Institute of Graphic Arts and embraces books made for children in the United States and Canada during 1937 to 1941.

GPI Studies Buying Trends

Answers to wartime advertising questions which concern sales of lithography and printing are contained in the report of the Printing and Advertising Clinics of General Printing Ink Corp., New York. The variety of information on wartime advertising as it affects the buying of lithography and printing, is the result of a study among buyers of printing of 116 American industries, made by Herbert Kaufman, GPI advertising manager.

Questions asked of these industrial firms are listed along with the answers obtained. To the question "Have you curtailed your printing during 1942?" 51 per cent of the companies said no, 44 per cent said yes, and the balance gave no answer. Of the ones which had curtailed their printing, 64 per cent had reduced it

from 10 per cent to 50 per cent. More than half of the companies said they would continue the same amount of printing as last year, while 18 per



The above chart was compiled from the answers of 116 buyers of printing to the question, "In what months do you prepare most of your advertising and printing?"

cent plan increases, and 25 per cent plan decreases.

Of all forms of printing needed in the immediate future, 63 per cent will want direct mail, 48 per cent house organs, 45 per cent enclosures, and on down the line through catalogs, instruction books, institutional pieces, employee and public relations matter, and others. In general 70 per cent will want new letterheads, and 69 per cent will want new office forms. As to quality, 68 per cent plan to use the same quality of product as before, 17 per cent will simplify their printing, and 5 per cent plan to use more elaborate pieces.

To the question, "Do you ordinarily give your order to the lowest bidder?" 51 per cent of the companies said no, 43 per cent said yes, and the rest did not answer. Several suggestions were brought out from these buyers of printing on how lithographers and printers could better serve their prospects. Unkept delivery promises was the major complaint, while others suggested that salesmen should know more of the production side of processes as well as what equipment his company has.

Drake Addresses Club

Roland I. Drake of Champion Paper & Fiber Co., Chicago, was guest speaker at the November meeting of the Chicago Lithographers' Club, where paper problems in the litho plant formed the subject of the evening's discussion.

Most paper troubles, Mr. Drake declared, are due to the fact that paper is made in one section of the country and used in another where entirely different climatic conditions prevail. Drawing on his experiences of seven years as a "trouble shooter" for Champion, he related how lithographers in every section are coping with humidity difficulties. Hanging the paper in the press room for twenty-four hours before use, he said, is the most satisfactory solution, but because printers lack the clips needed to suspend the stock, even this simple method is not generally practiced. Running the paper through the press without plates or with a thin film of water on the plate was another method he suggested for restoring proper humidity.

Coated two sides offset paper, which is relatively new, has created new press room problems, Mr. Drake stated. Along with moisture control consideration must be given to the ink used, the grain of the litho plate and other factors, he said. "Embossing" of offset paper on the press due to the ribbon-like layout of the type form was touched on, its causes explained and suggestions offered for its cure. Speaking of market conditions, Mr. Drake referred to the restrictions on use of chlorine in paper manufacture and warned that if further restrictions are enforced an increase in the lithographer's press room problems can be expected.

Chicagoans Plan Ladies' Night

The Chicago Lithographers Club will hold their annual "Ladies' Night" dinner-dance at the Knicker-bocker Hotel, Chicago, Jan. 9. Entertainment Chairman Frank Koehne of the Meyercord Co., is making plans to take care of between 300 and 400 persons.



No rationing of the old-fashioned Yuletide spirit

ADENA HALFTONE Offset

Wind up the old year and prepare for a new one with the moderately-priced QUALITY offset.

Free from mottling, it is a clean, clear stock that does everything you could ask of a good offset.

Different—and better—because halfway between enamel and regular offset. Dull or gloss.

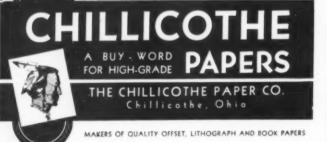


GREETING CARD PAPETERIE

Embossed and Decorated



Save money by shipping via Miami Valley Shippers' Assn.



BUY WAR BONDS! BUY WAR STAMPS!

DIG IN ...



It will be a tough winter for any lithographer who doesn't dig in for orders because it's still a buyers' market in lithography. The ones who get the orders will be the ones who really DIG.

But there is also a little more to it than just digging. One way to be sure of repeat orders is to turn out only the highest quality work. Jobs that will be a credit to your name.

ECLIPSE DEEP-SET BLACK is one good black ink you can depend on for 100% performance. Order it today for the next job that's scheduled for your pressroom.

Gaetjens, Berger & Wirth, Inc.

35 YORK ST., GAIR BLDG., BROOKLYN, N. Y. 538 SOUTH CLARK ST., CHICAGO, ILL.

GREETING CARDS

(Continued from page 27)

total postal revenue for the year.

As its part in the war, the Industry last year introduced the Defense Stamp Greeting Card, and this is being repeated again this year with war stamps. Two and one-half millions of these cards were sold last year, thus starting that number of stamp books toward being filled. This year's sales are expected to easily top that figure.

The war has had a vast influence on this year's crop of Christmas cards, and many subjects have been built around camp life, service men or war equipment. A New York Times columnist aply remarked that many Americans receiving and sending cards this year "will be on duty not far from the original Christmas scene or actually on the ground."

LADY LITHOGRAPHERS

(Continued from page 22)

Safety Congress in Chicago during October, an answer to the problem was offered by Miss Mary Anderson, director of the Women's Bureau, U. S. Dept. of Labor. Talking on "Safety and Health Problems of Women in Industry," Miss Anderson said that on some jobs trousers are most practical while on many other jobs women can wear a simple type of dress. Basic requirements she listed as follows: not too tight to hinder free movement; not too loose to get caught in machinery; pockets only when they are not a hazard and then limited to certain types; no jewelry, including rings and watches; hair completely protected; and well fitting shoes completely covering the foot, with extra toe or other protection where necessary. Women with loose hair should stay away from revolving machinery, she said, or else wear a cap properly designed to protect them.

Women, Miss Anderson said, do

as men do on monotonous, repetitive jobs, but this does not mean that women are inhuman and can go on hour after hour without rest or variation and still maintain perfect accuracy and speed. The Women's Bureau, she said, advocates five to ten minute rest periods in the middle of each four hour work spell, a practice, which can increase output as much as five to ten per cent.

THERE are undoubtedly many drawbacks to the use of women in offset printing plants, but there is general agreement that if the manpower shortage which is plainly growing more acute daily, catches up with the litho industry before the other shortages of metal, paper, and orders, then more widespread employment of women in the shops may be the only solution. Glamor may yet dominate the pressroom just as it has the airplane plant.*

Urge Hiring of Women

Numerous Chicago lithographers are reported investigating the War Manpower Commission's "Job Instructor Training" plan, following extensive exposition of the subject at the Nov. 7 meeting of the Chicago Club of Printing House Craftsmen. Rowland Barlow, assistant district representative of the Manpower Commission's Training Within Industry branch, in the evening's principal talk, discussed the labor training situation on unskilled labor, especially women, and explained the training procedure recommended by the Commission. Three industrialists prominent in fields other than printing, told of their experiences in adapting the training program in their plants, with particular emphasis on how they are training women. Also participating were the Illinois state director of the U.S. Employment Service and officers representing the Chicago Quartermaster Depot and Great Lakes Naval Training Station. Because of the growing manpower shortage, printers and lithographers should lose no time in filling their ranks with such labor

as is available, especially women, the various speakers emphasized. In the job training program, it was asserted, employers will find a satisfactory system for getting the "rookies" off to a good start on the road to becoming efficient workmen.

Frank L. Rice of Gunthorp-Warren Co. has been nominated for membership in the club.

Open School to Women

The litho and printing classes of the Merganthaler School of Printing, Baltimore, are now open to girls following recent action by the Board of School Commissioners. Allan Robinson, school principal, stated that about 20 girls would be enrolled in the various courses. Mr. Robinson is also appearing before junior high school groups in the city outlining the graphic arts possibilities for girls.

VICTORY PROJECTS

(Continued from page 20)

with these projects and it wants printers and lithographers to come across with ideas and help to show advertisers how they can tie in. That is the graphic arts' opportunity.

As the copy on the 4-page advertisement in this issue sponsored by the Graphic Arts Victory Campaigns Committee points out (see page 30), a work book will be supplied explaining the steps and showing exactly how the lithographer can adapt his selling and production to the Victory Projects.

Meantime, to give you an idea:

Did you read the article by Charlie Morris, of the Linde Paper Company, which appeared in the October issue of *Printing?* It tells a very impressive and comprehensive story of what national advertisers have done and are doing to tie in with the Nutrition Program, also calling attention to the wealth of printed material which they are using along with their magazine and newspaper advertisements, in the form of point-of-purchase, booklets, charts, etc.

Practically the same fundamental

For the Duration

THESE VITAL LITHOGRAPHIC NECESSITIES ARE AVAILABLE DIRECT FROM US OR FROM OUR DEALERS — promptly

CHAMPION Aibumen Concentrate

B.P.B. (Albumen) Solution (Ready-to-use)

JIFFY Developing Ink

JIFFY Heavy Developing Ink (for deep etch)

TRANSOL Developing Ink

LITH-VILO Plate Etch

DR. ZUBER'S PLATE ETCH (dry salts)

IMPERIAL Fountain Solution Concentrate

GUM ARABIC Solution

SOLIO-Self-Gumming Agent, for use in the Fountain

SAV-A-LAC Intensifier (Purple)

GRIPTITE Intensifier, apply direct to Coated Plate

GRAPH—Black Opaque

VELVO-Red Opaque

NEGATIVE STAIN-Black or Red

Liquid TUSCHE

DUMORE Asphaltum-Plate Preserver and Wash-out

MULTILITH OPERATORS — send for our catalogue of preparations for Plate-Making and Press Operations, etc. — FREE

LITHO CHEMICAL & SUPPLY CO.
63 PARK ROW NEW YORK, N. Y.

YOUR COOPERATION MAKES FOR GOOD INKS

In pressrooms throughout the country Sinclair & Carroll inks are chosen for their all around dependability and good color strength. The responsible leadership and management back of every Sinclair & Carroll ink you buy mean value to you during this period of national emergency over and above the price per pound. Our efforts will be directed toward maintaining tried and true standards. When and where necessary our laboratories will be at work developing new and equivalent products in your behalf. . . . We welcome your cooperation as well as the opportunities you afford us to supply your ink requirements.

SINCLAIR & CARROLL CO., Inc.

591 ELEVENTH AVENUE, Tel. BRyant 9-3566 NEW YORK CITY

CHICAGO 440 W. Superior St. Tel. Sup. 3481 LOS ANGELES 417 E. Pico St. Tel. Prospect 7296 SAN FRANCISCO 345 Battery St. Tel. Garfield 5834

NEW ORLEANS 211 Decatur St. Tel. Magnolia 1968

pattern, the same need for printed advertising, is indicated for all the projects. The thing to do is become familiar with the objectives of each project and think of ways they can be tied in with a private advertiser's promotion program, that's all. Promotion being what it is today, scarcity of products available for civilian consumption, the recognized necessity for absorbing the so-called inflationary gap, the excess purchasing power of the consumer into War Bonds and Stamps, savings accounts and taxes, the advertiser's job is almost one-hundred per cent a public relations job. But this conception of advertising is new to many advertisers. Eager as he may be to do something, frequently he doesn't know what or how. And that's where the lithographer fits into the picture. He knows how and is in a position to advise.

Take Rationing, for example. Without in any way wishing to trespass on the Graphic Arts Victory Campaigns Committee's handbook, "Guide for Selling Essential Wartime Printing," which we haven't seen, but which probably covers the subject much better, we see the general objectives of the Rationing Project somewhat as follows:

Rationing (OPA Project)

General Objectives

To divert all the resources we can spare toward building weapons to demolish the Axis.

To share what is available among us so that everyone, regardless his bankroll, is rationed equally and according to his needs, To discourage hoarding.

(4) To help prevent inflation. In the light of those objectives

what must be accomplished? (1) Ration automobiles, tires, gasoline, meat, bicycles, typewriters, coffee and sugar.

We live no longer in a "land of plenty." Wartime drains find us seriously deficient in many essential raw materials. This means we cannot produce the abundance of articles that streamed from our factories in peacetime. Sugar is no longer plentiful. Rubber imports are cut to a trickle.

(2) Ration many other commodities before the war is over.

We are faced with the choice of continuing to use available raw materials and production facilities to fill civilian needs, or else devoting more of our resources toward building weapons. If we are to have ships,

planes, guns, and tanks, then we must skimp on other commodities as well as those already rationed.

Now, in the light of the Rationing Project's general objectives, and the specific things it must accomplish, what can the national advertiser and printed advertising do to help?

It can:

(1) Tell how rationing is a process of sharing.

Rationing is not a process of taking away. It is a method of sharing so that some persons don't get everything and others nothing. If we had no system of rationing to apportion scarce commodities fairly, the hoarders and first-come buyers would soon absorb our supplies of critical items. A doctor who needed tires to save a life might not get any-but some Sunday driver would have four new ones in his garage. People with money could buy up all they needed-leaving the poor to go without.

(2) Tell how rationing is not "un-American.

The earliest settlers on these shores experienced severe shortages of food and clothing. They averted disaster by pooling their supplies and apportioning them according to vital needs of the individual. Our American brand of rationing does not mean we must stand in bread lines, suffer from malnutrition, nor be given inferior goods and foodstuffs, as is the case in Axis countries.

(3) Tell how rationing frees an irreplaceable raw material which formerly was converted into civilian goods so that it may be used to build fighting machinery.

(4) Tell how rationing tends to strengthen civilian morale.

and Every American shares shares alike. It is not sacrifice, but logic. When the public knows that under rationing there exists no discrimination, the incentive to work harder for Victory is strong-

(5) Tell how universal cooperation is imperative.

A few canoe rockers can capsize the whole system and imperil our chance for Victory.

Tell what America would be like without rationing.

(a) Hoarding

(b) Low morale

(c) Price rises

(d) Sharp class divisions

(7) Tell how the bootlegger of rationed goods betrays his country and is guilty of treason.

(8) Tell how it is neither smart nor clever to get around rationing regulations.

We don't recommend our breakdown of the Rationing Project particularly, but by taking each project apart in a somewhat similar fashion, certain definite ideas are started which do indicate how rationing can be coordinated with advertising calling for printed material.

United States Rubber Company's series entitled, "This Map Shows Why You Must Budget Your Tire Miles," with a free offer to motorists of a Mileage Budget Chart, is an example of how an advertiser has tied in with Rationing. Royal Typewriter's series. "Now We Know What 'Total War' Means . . . and We're for It!" is another example. As are Royal Scarlet's Food Series, "How to Use Less Sugar and Like It," with free booklets giving "23 Good Ways to Save Sugar," Coca-Cola's "Again Sugar Enlists for Victory," and the New York department stores' campaign against hoarding, "For Distinguished Service to the Axis . . . for Hoarding."

There is no question but that the war has increased the responsibilities of advertising, and certainly has increased importance of public relations advertising for every firm. Today's advertising, particularly the type of advertising which the lithographer is so adept at supplyingbooklets, inserts, point-of-purchase. all types of direct mail—is in many cases a source of information for the public that is available nowhere else. Though it goes a little against the grain sometimes to be thankful to the government, we can, in the case of the 68 Victory Projects, be thankful that it has allowed private business so much latitude in telling these stories in their own way (by the way, if you have not already done so, be sure to familiarize yourself with the details of the recent release from the Association of National Advertisers, clarifying the attitude of the Treasury Department and the Bureau of Internal Advertising on the deductibility of advertising expense; (ML, Nov., page 35). also, the article, "Advertising as Government Sees It," Printers' Ink, Oct.).

And now read that four page advertisement on pages 31-34 and fill out the coupon. Right now! * *

A GREETING AND A PLEDGE...

On extending the warmest holiday greetings to the graphic arts industry we also express our appreciation for the opportunity of serving the trade during the year just ending. In the year to come we pledge all of our experience and facilities in the industry's effort to utilize printing in every possible way to hasten the return of Peace on Earth.

F. M. CHARLTON

Pampblet and Publication Binders

345 Hudson St. • Tel. WAlker 5-3871-2-3-4 • New York

THE BEBERE BEBERE BEBERE BEBERE BEBERE BEBERE BEBERE BEBERE





...for fine Offset work

Tag (Long Grain)

24 x36 -500-80-100-108-125-133-150-175-200-225 lb. 93-100-111-130-148-167 lb. 221/4x281/4-500-74-

Bristol (Long Grain) 221/2x281/2-500-100 lb.

Cover (Long Grain)

20x26—500— 65— 80 lb. 26x40—500—130—160 lb. 23x35-500-100-124 lb.

PORT HURON SULPHITE & PAPER CO. MILLS: Port Huron, Michigan

NEW YORK CHICAGO BEREA OHIO SAN FRANCISCO

When Quality Counts Most—Use

DRY PLATES

(NON-HALATION)
Here is a summary of useful information that will help you choose the right panchromatic plate for any job.

(Order Code)	CHARACTERISTICS	USES
PP-50 Halftone Pan.	Highest contrast; thin film emulsion (H.D. 75)	"Direct" process half- tone negatives when sharp solid dots are re- quired.
PP-40 Rapid Process Pan.	Slightly lower in con- trast than above but increased speed. (H.D. 135)	"Direct" process half- tone negatives and a universal standard in use for years.
*PP-20 Special Rapid Pan.	Medium speed and con- trast. (H.D. 700)	"Indirect" continuous tone negatives and posi- tives in lithography and photogravure.
*PP-10 Soft Gradation Pan.	Fast; soft-working long delicate gradation scale. (H.D. 1200)	"Indirect" continuous tone negatives and posi- tives and all color sep- aration work.

Also furnished in "MATTE" surface. In ordering "MATTE" add SOLE U. S. DISTRIBUTORS Complete Stocks Prompt Service

Mid-West Depot 316 W. Washington St. CHICAGO, ILLINOIS

NEW EQUIPMENT AND BULLETINS

New Name for Agfa Paper

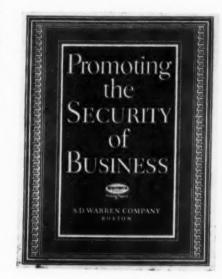
The bi-monthly publication of Agfa Ansco will change its name from *The Agfa Diamond* to *The Ansconian* beginning with the January-February issue. Accompanying the new name will be a changed design and layout for both the first and second covers. The same general editorial policy will be followed, providing photographers all over the country with product information and articles on pertinent photographic subjects.

The Ansconian traces its origin from 1855 when Edward Anthony published a journal called "Anthony's Bulletin of Photographic Invention and Improvement." This later became "Anthony's Photographic Bulletin." Subscription price is 60 cents a year. All inquiries should be addressed to Technical Product Information, Consumer Service Department, Agfa Ansco, Binghamton, New York.

Issue Public Relations Book

A comprehensive book of 104 pages and covers, "Promoting the Security of Business," the third in a series dealing with wartime printed material, has just been published by the S. D. Warren Co., Boston. The book, which is available to business executives on request, tackles the wide problem of public relationships of war and post-war American business. and presents a basic and fundamental view of the development of the present-day public attitude that the business and economy of a free society are a detachable part of it. Under the title "The Changed Status of American Business" this situation is clearly defined and the basic purpose of public relations printed material is developed from this point. The use of printed messages in developing community relationships in business is exhaustively discussed and illustrated with covers and spreads of such printed material.

Printed messages for the investor members of a business community are discussed and illustrated, as are



also those for customer members of a business community. A large part of the book is devoted to the subject of "Effects of War and the Aftermath of War." Seventy-eight pages of the 8½" x 11" book are devoted to illustrations of printed material that exemplifies the points brought out in the articles.

Issue Better Impressions

Another edition of Better Impressions, containing a number of paper samples, articles on advertising and paper, and a directory of distributors, has been issued by the Mead Corp., paper manufacturers. Spiral bound, 81/3" x 11", the brochure is produced by both offset and letterpress, entirely in black and white. Under the title "There's a Time and Place for Levity," a discussion of the place of humor in advertising is accompanied by reproductions of a number of cartoons from popular magazines. Copies are available from the company. 230 Park Ave.. New

Combats Darkroom Moisture

To end dampness in photographic darkrooms. Dri-Air chemical powder and Dri-Air containers made of non-essential materials are now being offered to the lithographic trade by the Tamms Silica Co., Chicago. The commercial unit has a treated wood tripod under which ten pounds of Dri-Air powder can be suspended in a mesh bag. Another unit has double mesh bags for holding the same amount of the powder. Either unit is said to be adequate for removing excess moisture from 1,000 to 1,200 cubic feet of air. A folder illustrating these units and containing prices may be obtained by ML readers by addressing the company at 228 N. La Salle St., Chicago.

Offers Holiday Ideas

"Holiday Printing — 1942" was distributed to the trade during November by the Strathmore Paper Co. providing a working kit of practical ideas to help sell holiday printing. The portfolio contains 12 ideas and suggestions in miniature form which can be adopted to fit individual customers' needs. Most emphasis was placed on greeting cards with a patriotic theme designed for individuals, firms, retail stores, and others. A folder of holiday electros available from the company is also included.

Gotham Introduces Americas

A series of promotion booklets called "Know Your Americas" is being issued by Gotham Paper Co., St. Louis, carrying an introduction to the South American markets and an advertisement promoting the printing industry. Already issued are booklets on Brazil, Colombia, and Bolivia, and a fourth on Peru will soon be issued, according to Don O. Pyke, of Gotham.

DRAFTED.

Government restrictions on a number of important ink making materials — which in certain instances have been drafted for the duration for essential war needs — provide a real test for the ink maker. Now — more than ever — it takes greater skill and ingenuity, ink brains and experience, to produce top quality lithographic inks. In spite of the necessity of using substitute materials in certain cases, to replace ingredients formerly thought essential, our ink chemists are still formulating products equal or superior to former standards.

If you have ink problems, let us solve them for you.

BENSING BROS. & DEENEY

401 N. Broad St.

Philadelphia, Pa.

538 S. Wells St., Chicago, III.

Our biggest job now is to hasten Victory BUY WAR BONDS NOW

YOURS FOR SOUND BUSINESS... BEFORE AND AFTER VICTORY

G. CRAMER DRY PLATE COMPANY

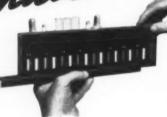
NEW YORK

ST. LOUIS

CHICAGO

OF YOUR FOUNTAIN SOLUTION IN Two Minutes!

MAINTAIN YOUR OPTIMUM pH EASILY WITH THE TAYLOR pH COMPARATOR



Different jobs require different pH values for best results and you can't adjust pH by haphazardly adding stock solution or water to your fountain formula. The Taylor pH Comparator permits accurate pH determinations and allows you to duplicate the correct solution at a later date easily and quickly. You need a Taylor ph Comparator to produce quality work every time.



Taylor Color Standards carry an unlimited guarantee against fading. See your dealer today or write direct for folder.

W. A. TAYLOR AND CO.

TRAINING NEW HELP?

Have you a copy of this valuable book by Irene H. Sayre?

THE TEXTBOOK OF PHOTOGRAPHY AND PLATEMAKING FOR PHOTO-LITHOGRAPHERS, the standard textbook used by the Chicago School of Printing and Lithography, is now available to MODERN LITHOGRAPHY readers. It contains 280 pages of easy to understand, step-by-step procedure for every operation from copy to the completed plate. Some of the subjects covered are . . .

PHOTOGRAPHY: The chemistry of photography and formulas; The procedure for making Wet and Dry Plate Negatives; Filtering; Half-tones; Screen Separations; Drop-Outs.

PLATEMAKING: The chemistry of lithographic printing; Albumin platemaking; with formulas and procedure; Deep-etched plates by the gum or glue processes; Blue prints and other direct printing processes. Hydrometer control; pH control, etc.

Clip out the enclosed coupon and send \$5 check or money order to Modern Lithography, 254 W. 31 St., New York.

Modern Lithography, 254 W. 31 St., NYC	ORDER
Send immediately The Textbook of Photography and Platemaking for Photo-Lithography, to	THIS
Name	EASY
Address City and State	WAY

LITHOGRAPHIC ABSTRACTS

Abstracts of important current articles, patents, and books, compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodicals Abstracted by the Department of Lithographic Research, and (2) Books of Interest to Lithographers. Either list may be obtained for six cents, or both for ten cents in coin or U. S. stamps. Address the Department of Lithographic Research, University of Cincinnati, Cincinnati, Ohio. Original articles cannot be furnished except as photographic copies at twenty cents per page, plus six cents postage for each four pages or less

Photography and Color Correction

"Process for the Production of Screen Reflex Copies." Willem Marie Buskes (to Naamlooze Vennootschap Chemische Fabriek L. van der Grinten). U. S. Patent No. 2,295,632 (Sept. 15, 1942). Process for the production of screen reflex copies which comprises projecting actinic rays onto an original through a screen having alternate opaque and transparent areas and a sensitized sheet, one face of the latter contacting with the screen and the other face contacting with the original, the face of the screen contacting with the sensitive sheet having the form of a relief in which the alternate elevations and depressions coincide with the alternate transparent and opaque portions of the screen respectively. A covering screen having alternate opaque and translucent areas for use in making reflex copies of an original on a sensitive sheet held between the original and the covering screen, comprising a translucent member with a contact surface having small spaced translucent flat elevated contact areas in one plane and opaque depressed areas therebetween, wherein the depressed areas are interconnected between the contact areas, substantially as and for the purpose described. "Shop Talk." I. H. Sayre. Modern

"Shop Talk." I. H. Sayre. Modern Lithography, 10, No. 10, Oct., 1942, pp. 39, 41. The author briefly discusses methods of preventing bichromate poisoning. The causes of halation are discussed and a formula is given for a developer which will suppress halation. If negatives which have been stained must be used, it is often advantageous to use panchromatic film and a suitable filter. A formula for "spiking" a paraformaldehyde developer

which is losing its strength is described.

"A Simplified Method for Direct Halftone Color Separations." R. G. Patterson. Modern Lithography, 10: No. 9, Sept., 1942, pp. 35-37, 65; No. 10, Oct., 1942, pp. 30-2, 67. A method of making direct color separation negatives is explained in which all except the red-filter negative may be made on orthochromatic film and therefore can be processed under ordinary dark room illumination. The red-filter negative is made on "Reprolith Pan" film and the other negatives on "Reprolith Ortho" film. Both films have the same exposure curves. A method is given of analyzing the original in comparison with a chart of the process inks to be used on the particular job, so that the percentage dot required in the various tones on each separation negative may be approximately evaluated. A table of exposures and processing data is presented, and formulas are given. The correction of the negatives and register difficulties are also discussed.

"Dyes for Retouching." George L. Wakefield. British Journal of Photography, 89, No. 4288, July 10, 1942, p. 254. Dye retouching is fairly widely used because of the great flexibility of the method and the ease with which difficult work can be done. A good neutral gray dye, necessary for retouching prints, is hard to find. Various dyes and their suitabilities for retouching negatives or prints are discussed.

"Color Photography." Eastman Kodak Company (to Kodak, Ltd.). British Patent No. 544,132 (March 30, 1942). A process for making a colored painting and the red, green and blue separation records required for the three-color photographic reproduction thereof comprises creating the original with a palette of artist's paints containing fluorescent ingredients having fluorescences which are separable in three spectral bands, and then making the separation records solely by means of the fluorescent light emitted by the fluorescent ingredient when the picture is illuminated by fluoroactivating light. (Chemical Abstracts, 36, No. 20, Oct. 20, 1942, p. 6095.)

"Method and Apparatus for Reproducing Pictures." Francis Lewis Wurzburg, Jr. (To Interchemical Corp.).

U. S. Patent No. 2,294,643 (Sept. 1, 1942). The method of reproducing pictures and the like, which comprises progressively translating light intensities of successive sections of the pic-

ture into impulses of a beam of light of uniform intensity, varying the lengths of the impulses and the spacing of the impulses in accordance with the light and shade of said picture, and simultaneously varying the width of the beam in accordance with the light and shade of said picture.

"Acetate or Celluloid Masking." John T. Wrigley. Process Engravers' Monthly, 49, No. 585, Sept., 1942, p. 229. Correct exposure is the most important feature in obtaining good results in masking with hand-made acetate or celluloid masks. The straight exposure (without the mask) should be the normal half-tone exposure. The exposure through the mask must correctly balance this straight exposure. Sometimes more than two exposures are necessary, and then each must be correctly balanced.

"'Muller' System-Diaphragm and Screen Distance Control." Anonymous. Process Engravers' Monthly, 49, No. 585, Sept., 1942, pp. 226-7. "Muller" system of diaphragm and screen distance control is described in detail. The apparatus has been designed for speed and accuracy as well as the avoidance of waste of material in the making of process negatives and positives. There are two parts to the apparatus: (1) the measuring and calculating drum, and (2) the lens scale. The lens scale enables the operator to use five different ratios. The scales on the drum case show the exact screen distance for the following screen rulings: 100, 120, 133, 150, 175, and 200-line.

"New Contact Screen Method Revolutionizes Making of Kodachrome Process Plates." John T. Wrigley. Inland Printer, 110, No. 1, Oct., 1942, pp. 38-40. Recent developments in color reproduction are discussed. The advent of Kodachrome brought new problems to color reproduction. The use in photo-engraving of the Eastman masking method of color correction and the new Eastman contact screen are described. A four-color illustration using these two processes is presented together with production data.

Planographic Printing Surfaces and Plate Preparation

"Photo Offset Plastic Plate Soon to Make Its Bow." Anonymous. Lithographers' Journal, 27, No. 7, Oct., 1942, p. 335; Modern Lithography, 10, No. 10, Oct., 1942, p. 49; National Lithographer, 49, No. 10, Oct., 1942, p. 48. A new plastic plate has been

GOERZ

American-Made LENSES for Photolithography

"The Most Exact Tools"

ARTAR APOCHROMAT f:9 to f:16

f:9 to f:16

The ideal lens for color separation negatives. Color-corrected to produce images of the same size, to correctly superimpose in the finishing process. Focal lengths: 9½ to 70 inches. New sizes 4" and 6" for color separation blowups from 35 mm. Kodachrome.



Assuring freedom from distortion, this is the ideal lens for intricate subjects requiring an intense clarity of definition. Focal lengths: 81/4 to 24 inches.

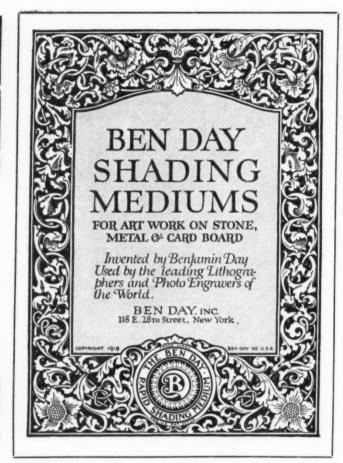


of the Highest Accuracy—For reversed negatives to save stripping the film, and reduction work.

For FREE literature address DEPT. P-L 12

C.P.GOERZ AMERICAN OPTICAL CO

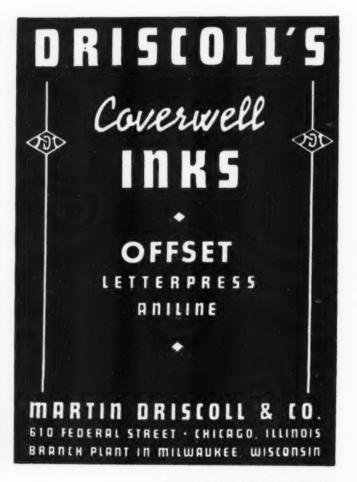
American Lens Makers since 1899





• • • stands for Zest
Keen enjoyment of work
Smooth sailing with KIMBLES
Where no troubles lurk.

Motors by KIMBLE
Distributed by AMERICAN TYPE FOUNDERS
Branches and Sales Agents in 25 Cities



developed by the Litho Chemical & Supply Company. The plate is simply dampened with water and then coated in a whirler with a special coating solution. After being dried it is printed in contact with a negative in a vacuum frame. A special developing ink is used and the plate is developed in a warm bath. No etch is used after development, but a gum arabic coating may be applied. A special fountain etch is used. The plate can be chemically regrained in the individual plants. The plates will be supplied in all sizes up to 19¾" x 23". If the total production capacity is not needed by the army, the plates will be offered to the industry in about 60 days.

"Planographic Printing Plate." William A. Kingman (to Neolith Corp.). Canadian Patent No. 406,088 (July 14, 1942). An insoluble salt of Mg. Ca, Ba, Sr, Al, Cr, Cd, Zn, Cu, Ni, Co, Fe, Pb, Mn or substituted NH₄ is precipitated uniformly over the face of the backing sheet. (Chemical Abstracts, 36, No. 20, Oct. 20, 1942, p.

"Standardization of the Deep Etch Procedure." Joseph O. Mazzaferri. Modern Lithography, 10, No. 10, Oct., 1942, p. 43. A review of a talk by Mazzaferri. Precautions to be taken in the camera and art rooms were dealt with, then the deep-etch procedure itself. A new procedure, worked out by Mazzaferri, consists in using oleic acid instead of alcohol, to remove the calcium chloride after deep-etching.

"Printing Plate Preparation." William H. Wood (to Harris-Seybold-Potter Company). U. S. Patent No. 2,297,932 (Oct. 6, 1942). As a light-sensitized material for photographic and printing purposes an aqueous solution of arabogalactan and a light-sensitizing agent capable of acting

"Increasing the Ink Receptivity of Metallic Surfaces." Leonard George Wise (to E. I. du Pont de Nemours & Company). U. S. Patent No. 2,297,929 (Oct. 6, 1942). The process for increasing the oleaginous ink receptivity of selected areas of a metal lithographic plate which receive and retain the lithographic ink which comprises treating said areas with a composition of which the non-volatile portion is essentially completely a long chain aliphatic salt-forming compound.

"Photo-Lithography—Coating the Plate." A. Haigh and H. M. Cartwright. Process Engravers' Monthly, 49, No. 585, Sept., 1942, pp. 246-7. Photo-lith plates should be coated in a room screened from strong actinic light. The plates are usually counteretched before coating. Directions for applying the coating solution both inside and outside of the whirler are given. A piece of fine muslin over the mouth of the bottle from which the albumin solution is poured, will trap air bubbles. Some type of heating unit is necessary in the whirler be-

cause of practical considerations, but overheating must be avoided. Electrical heating units are preferable. Ventilation is necessary to avoid overheating and to remove evaporating moisture quickly. Variable speed control is essential and should allow for speeds of about 40 to 120 r.p.m. A speed indicator is advisable, and an attachment for applying the coating solution is useful.

Equipment and Materials

"Keyboard Controlled Recording Machine." International Business Machines Corp. British Patent No. 544,-411 (Nov. 1, 1939). This patent discloses a series of associated instruments which comprise in one sense a typewriter, wherein the usual keyboard action causes the "typed" matter to be formed, letter by letter, on the face of a cathode ray tube, whence it is recorded by an automatically operated camera mechanism. The complete unit possesses features of flexibility and adaptability far beyond the conception of just a new kind of photographic typewriter. The complete layout of a single unit comprises: (1) a pattern component emitter unit, which forms the letters or other desired characters by the control of projected light beams which are transformed into electrical impulses; (2) A keyboard unit, which is somewhat similar to a typewriter, but, in the main, serves to make and break selected electrical contacts; (3) A camera recorder unit, by means of which the letters appearing on the cathode ray tube are photographed on film. Each is described in detail. (British Journal of Photography, 89, No. 4296, Sept. 4, 1942, pp. 335-6.)

Paper and Ink

"How Ink Dries." Anonymous. American Pressman, July, 1942, p. 62. Films of dried ink present five different types of surfaces: hard crystallized, hard open surface, gummy surface, wet surface, and powder or chalk-like surface. Each is explained. Chalking denotes loose pigments without a binder, which is difficult to overprint. Gummy surfaces are caused by the vehicle forming a gummy mass and not hardening sufficiently to rub off. The hard open surface is one that has dried hard but which has not crystallized—and will trap following colors. A crystallized ink will not hold additional colors. Paste driers in the main produce a soft, slightly gummy surface suitable for the trapping or overprinting of following colors. Hence, it is the safest and most satisfactory drier for the pressman to use in process inks and other inks where subsequent inks overprint. Japan driers in addition to the metallic salts contain rosin or gum and are thinned down with volatile thinners. The metals hasten the oxidation of the ink, the thin consistency reduces the ink, permitting more rapid penetration and the volatile thinners rapidly

evaporate. Thus it will be seen that on semi-absorbent papers this type of drier is generally satisfactory where quick setting and rapid, positive drying are desired. The liquid non-volatile driers are used to impart to the dried film of ink such qualities as gloss, toughness, hardness, etc. They are desirable for scratch-proof, non-rubbing inks especially on non-absorptive surfaces such as glassine, cellophane, etc., and for ordinary papers when they are so moisture laden that little penetration is possible. (Share Your Knowledge Review, 23, No. 10, Aug., 1942, pp. 16-7.)

pp. 16-7.)
"Electronic Paper Thickness Tester." Anonymous. Paper Progress, 5, No. 14, Sept., 1942, p. 4. A portable instrument which has been tested thoroughly in the paper industry eliminates the human element in micrometer readings. Highly sensitive electronic tubes replace the operator's judgment and skill in the Model M-25 Carson Electronic Micrometer specially designed for uniform thickness testing of all types of paper. The electronic circuit gives positive indication of setting point, independent of "feel" on dial. Instrument operates from any 110-volt 60-cycle circuit and is a development of Instrument Specialties Company, 19 Peckman Street, Little Falls, New Jersey.

"Cobalt Resinate and Method of Producing." Herschel A. Elliott (to Hercules Powder Company). U. S. Patent No. 2,294,287 (Aug. 25, 1942). A cobalt resinate of a hydrogenated rosin having a cobalt content greater than the equivalent combining proportion of the hydrogenated rosin but not in excess of about 18% by weight.

"Army Litho Ink Specification." Anonymous. American Ink Maker, 20, No. 10, Oct., 1942, pp. 33, 35; Modern Lithography, 10, No. 10, Oct., 1942, p. 55. A tentative lithographic ink specification for army map production has been issued by the U.S. Army Corps of Engineers. The specification covers five colors of litho inks, black, blue, brown, green, and red. The inks must be resistant to bleeding and fading, and chemically inert to injurious reactions with the driers, water, gum. acids, zinc plates, and rubber blankets. They shall be homogeneous, completely compounded and thoroughly ground. and shall be of a consistency requiring only the addition of driers for use on a small offset press. Colors must match a color chart included in the specification. The inks must have a shelf life of a year or longer without livering or other deterioration. Driers must be furnished in separate containers in sufficient quantity to exceed by 50% that required for normal drying. The following required tests are described: fading. lithographic breakdown, injury to rubber blankets and rollers, and coarse particles. Copies of this specification may be obtained from the

(Continued on Page 77)

MAKERS OF

THE FINEST QUALITY COLOR PLATES

FOR

OFFSET LITHOGRAPHY

THE STEVENSON PHOTO COLOR SEPARATION CO.

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400 PIKE STREET

CINCINNATI, OHIO

* Defender *

WHEREVER A PHOTO-PROCESS SPEEDS PRODUCTION FOR VICTORY

For lithography and photo-engraving, for photo-copying, Defender Litho and Photo-Writ products meet the most difficult reproduction problems of war production.

DEFENDER LITHO TRANSPARENT — **ORTHO** — wate proof base—for economical production of line negatives in lithography and reproductions for engineering use.

DEFENDER LITHO FILM—ORTHO—safety base—high resolving power for efficient halftone and line work.

resolving power for efficient halftone and line work.

DEFENDER LITHO NEGATIVE PAPER—ORTHO—for line

DEFENDER LITHO PLATES—ORTHO—for high contrast negatives in absolute register.

DEFENDER LITHO DEVELOPER 7-D—in convenient ready

DEFENDER PHOTO-WRIT—for high quality photo-copying Nine grades to meet every requirement.

DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, N. Y.



1942-1943

Reinennennen eine Generalier

...we take this opportunity of wishing you a

MERRY CHRISTMAS



J. H. & G. B. SIEBOLD, INC.

Manufacturers of Printing and Lithographic Inks

OFFICE: 47 Watts Street FACTORY:

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NEW YORK, N. Y.

Phones: WA'ker 5-5565-66-67-68



the fine work you can deliver on Hammermill Opaque. Show them how this light-weight paper can give them better mailings for their money. See how it helps you ring up extra profits. Send for collection of commercial specimens—map. catalog, broadside—9 pieces, plus sample book. Write on business letterhead to Hammermill Paper Co., Dept. ML, Erie, Pa.



COMPLETE PREPARATION

OFFSET PLATES NEGATIVES • ART COMPOSITION PHOTO-LETTERING



CREATIVE ART » LAYOUT « RETOUCHING » PHOTO LETTERING » MECHANICAL LINE DRAWINGS » TYPEWRITTEN COMPOSITION » TECHNICAL PHOTOGRAPHT » NEGA-TIVES » POSITIVES » PHOTO COMPOSED, ALBUMEN OR DEEP ETCH OFFSET PLATES

Nelson Associates Juc.

CLASSIFIED

All classified advertisements will be charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. Address all replies to Classified Advertisements with Box Number, care of Modern Lithography, 254 W. 31st St., New York. Closing date: 1st of month.

Situation Wanted:

Litho sales executive controlling over \$100,000 yearly sales of steady profitable color work seeks new proposition. Available January 15th. Address Box #834, c/o Modern Lithography.

Position Open:

Photographer. Experienced on film line and halftone. Plant located in Southern Connecticut. Address Box #835, c/o Modern Lithography.

Position Open:

Step-and-Repeat machine offset plate-maker with full knowledge of making combination label layouts. State salary and full experience. Good opportunity in modern, air-conditioned plant located in the Middle-West. Address Box #836, c/o Modern Lithography.

Wanted:

Graining machine, state size, make, price and condition. Address Box #837, c/o Modern Lithography.

Wanted:

17 x 22 used Harris Press. Must be in good condition. Give price and other details. Address Box #838, c/o Modern Lithography.

For Sale:

26½" x 37" Plate Whirler . . . \$185. 15½" x 20½" Multilith Whirler . . . \$57.50. 31" Levy Darkroom camera with 24" Goerz Artar lens and Macbeth camera lamps . . . \$975. Macbeth Type U 30 Amp., 220 Volt Camera Lamps . . . \$100. Singer Engineering Co., Complete Platemaking Equipment, 242 Mott St., New York.

For Sale:

Series #1200 Multilith with large size Multigraph Vacuum frame. Also plates. Will sell together or separately. Used less than a year. Will guarantee unconditionally. Duplicating Machine & Supply Co., 480 Ann St., Hartford, Conn.

Wanted:

Will buy one or two offset printing presses. Miller or Harris two colors. Must be in perfect condition—no more than four years use. Size 36" x 48". Information to Cia. Impresora Papelera, S. A., Av. 16 de Septiembre No. 41, Mexico, D. F.

Plastolith Co. Moves

Plastolith Company, Boston, manufacturers of plastic lithograph plates, have recently taken a floor in the Pope Building at 221 Columbus Ave., Boston, for development laboratories and offices. The firm was formerly located at 7 Water St., Boston, Craig Toland is president of the company and Ellis Bassist is technical director, both being well known in the lithographic industry and instrumental in developing the new plastic impregnated litho plate now being manufactured by the company. This plate has recently been introduced to the trade.

Publish Ad Supplement

Supplement No. 2 of "Advertising Goes to War" has just been published by the Bureau of Advertising of the American Newspaper Publishers Association, New York. It contains more examples from current campaigns of the usefulness of advertising in the war.

Pitt Heads Wilson-Jones

Fred D. Pitt has been elected president of the Wilson-Jones Co., Chicago, manufacturers of loose leaf ledgers and commercial forms. He succeeds George H. Dawson, who

became a vice president, assigned to engineering problems in connection with the company's war program. Mr. Pitt is a son of William Pitt, inventor of the ring loose leaf book. He was closely identified with his father's company for years and later became western sales manager for the Wilson-Jones Co.

T. L. Taliaferro Dies

T. L. Taliaferro, general manager of Phoenix Metal Cap Co., died of a heart ailment November 17 at his home in La Grange, near Chicago. Illinois. He was 62. In a few more weeks he would have completed 29 years of service with the company. His experience in container and closure fields was broad and diversified. Before becoming associated with Phoenix in 1913 (then the Phoenix-Hermetic Co.) he had been with American Can Co., Continental Can Co. and Hazel-Atlas Glass Co.

The first automatic ovens for oxidizing or baking lithograph inks, lacquers and coatings on metal plate were originated and patented by Mr. Taliaferro. These ovens have enabled metal decorators the world over to decorate caps, cans, boxes, signs and many other metal objects speedily, uniformly and economically.

L. A. Walden Dies

Lionel A. Walden, member of the firm of Walden, Sons & Mott, Inc., New York, publishers of *Printing* and other graphic arts publications, died Nov. 15 after being ill of pneumonia. He was 54 and has been active for many years in the trade.

Frederick A. Poole Dies

Frederick A. Poole, vice president of Poole Bros., railroad printers and lithographers, Chicago, died in that city Nov. 5 at the age of 75.

M. G. McEachern Dies

Malcom G. McEachern, 47, treasurer of Central Printing and Lithographing Co., Chicago, died Nov. 2 in his suburban home at Huntley,



LaMOTTE PH CONTROL METHODS IN THE PLATE AND PRESS ROOMS



LaMOTTE BLOCK COMPARATOR

This compact unit for determining pH of solutions is complete with pH color standards — indicator solutions — marked test tubes and instruction booklet.

Illustrated folder sent on request

LaMotte pH Service offers simple and economical pH apparatus, indicator solutions, etc., for use in determining the pH of fountain solutions, etc.

LaMOTTE CHEMICAL PRODUCTS CO.

Dept. R., Towson, Baltimore, Md.

For Every OFFSET Requirement BROCKWAY COVER

Write us on your business letterhead for full information and samples.

GEO. A. WHITING PAPER COMPANY

MORE PRESSROOM SPEED

with Craftsman Offset Precision Tables

Designed for the offset printer, these tables provide every facility for the platemaker on all preparatory operations-copy, multiple and color layouts, combination and cross rule forms, masking and opaquing, register and mechanical check-up-all with speed and precision. They are self-contained and fully equipped to save time, space, and labor on all these jobs. When our present materials are exhausted we must discontinue manufacture for the duration. On bona fide orders we will defer delivery for a limited time. Write for information.

CRAFTSMAN LINE - UP TABLE CORP.

49-59 River Street

Waltham, Mass.

Free! EVERY PRESSMAN WANTS THIS BOOKLET

Helpful hints about handling inks, compounds, driers, etc. Valuable information prepared by experts.

Write for it on your firm letterhead.

It's FREE!

E. J. KELLY CO.

1829 N. Pitcher St. Kalamazoo, Michigan



ZINC and ALUMINUM PLATES

UNGRAINED-GRAINED-REGRAINED

grained correctly to your specifications
. . . . for your special requirements.
We are manufacturers of METALSHEETS for ROTAPRINT Machines,
also square edge plates for
Multilith Presses.

THE PAOTO LITHO PLATE:
GRAINING COMPANY

1207-15 S. Highland Ave.

BALTIMORE, MD.

We Cover the West Coast

FOR PLATEMAKING
EQUIPMENT
FILMS AND CHEMICALS

PHOTO PROCESS DEPARTMENT

THE CALIFORNIA INK CO., Inc.

SAN FRANCISCO LOS ANGELES PORTLAND SEATTLE SALT LAKE CITY SHANGHAI, CHINA

STANDARDIZE ON

MECHANO FORM

LEDGER and INDEX

Made especially for forms that must be preserved.

ASK YOUR PAPER MERCHANT FOR SAMPLE BOOK

PARSONS PAPER CO. HOLYOKE, MASS.

LITHO ABSTRACTS

(Continued from page 73)

Office, Chief of Engineers, Washington,

D. C.

"Wax Test for Surface Strength of
Paper — TAPPI Tentative Standard
T 459 m-42." Anonymous. Paper
Trade Journal, 115, No. 17, Oct. 22,
1942, p. 30.

General

"Trouble Shooting With the Magnifying Glass." Charles F. Geese. National Lithographer, 49, No. 10, Oct., 1942, p. 24. It is much easier to diagnose troubles with a magnifying glass than with the naked eye. One must, however, know what to look for. Ragged or poorly formed dots are usually due to poor grain. Dots elongated crosswise denote end play in the plate or blanket cylinder, while dots elongated around the cylinder may be caused by gear play or cylinders that do not ride the bearings. Poor dot formation may be due to grain, blanket, paper, or press. Because of the many factors involved, each step should be checked with a magnifying glass.

"Better Control of Register in Printing Offset Work." John Stark. Inland Printer, 110, No. 1, Oct., 1942, pp. 63-4. The details which must be checked to insure good register on offset presses are discussed. Oiling should be done by a responsible person, and the registering and feeding apparatus should be correctly adjusted. After everything is set, several sheets should be run through as a check. It is often wise to run the first color with about two-thousandths of an inch more thickness under the plate than the following colors, to allow for stretch of the paper during printing. A new blanket should be stretched before using it for color work.

"Suggestions for Two Color Presswork." John Stark. Lithographers' Journal, 27, No. 7, Oct., 1942, pp. 311, 319. All plates should be cleaned, checked, and any mistakes corrected by the plate maker, not the pressman. Various suggestions are given which will improve quality or cut the time of two-color presswork. Registering marks are important. Uniform gauge plates will eliminate the necessity of changing packing. Light colors should be printed first. A minimum of water should be run. When any stops are made the plate should be gummed up. All paper should be properly conditioned before using.

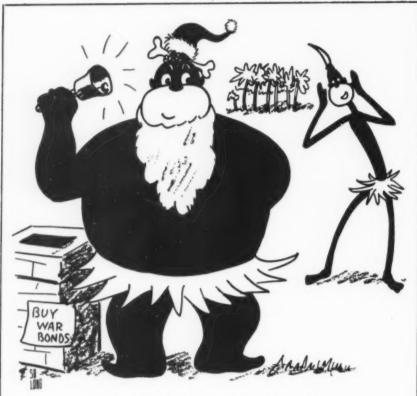
"Precision Lighting for Printing." Robert G. Clark. Printing Equipment Engineer, 65, No. 1, Oct., 1942, pp. 24-5. Fluorescent lighting is the ideal type of illumination for a printing plant. Not only does it provide better quality light, both as to even distribution and accurate color control, but it also produces about one-half the total heat of an incandescent lamp.

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(The Advertisers' Index has been carefully checked but no responsibility can be assumed for any omission.)



"Eyes front, Cuthbert! Santa Claus ain't supposed to have no interest in blondes!"

.. even Santa Claus!

EVEN Santa Claus has to advertise or people, — including blondes, — would soon forget and pass him by. The incessant ringing of his bell is just like regular advertising in representative trade papers,—it never gives people a chance to forget him. When they hear the bell, they know that Santa Claus is still in business at the same old stand.

If you want everybody in the field of lithography to keep remembering that you are still doing business at the "same old stand," we suggest regular advertising in

MODERN LITHOGRAPHY

254 WEST 31st STREET

NEW YORK

Member Audit Bureau of Circulations

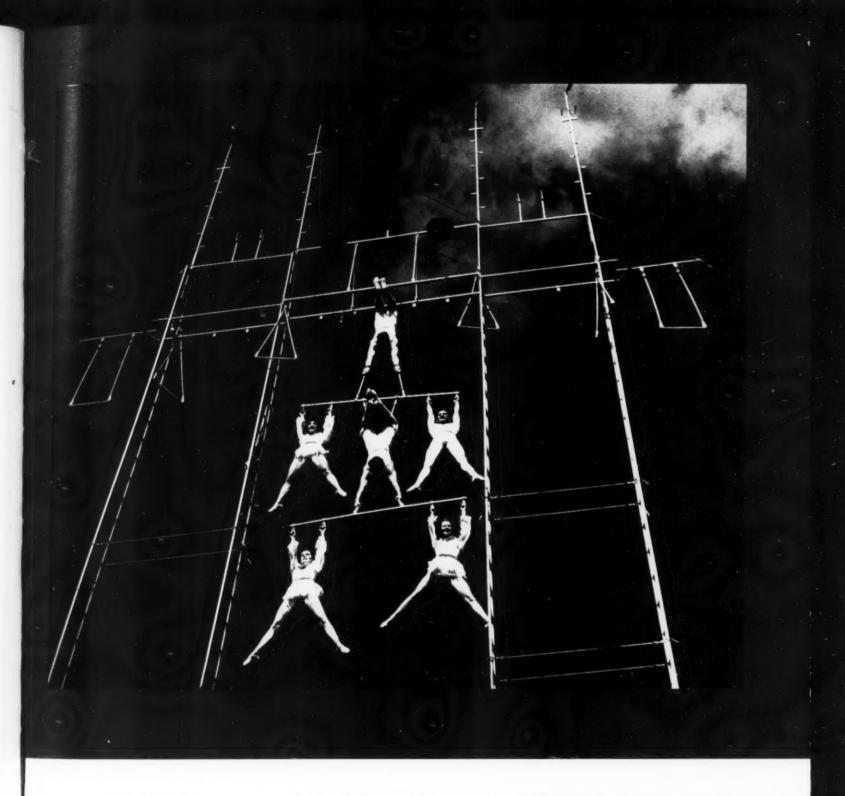
TALE ENDS

THE recent drastic order reducing wallpaper production may be the first step toward other WPB slashes in the direction of other uses of paper which might fall on the unessential side of the ledger. At least a precedent has been set.

It is reported that a cut amounting to approximately one-third is planned in the paper board field. The question immediately arises as to the equitable division of what paper board is left between the competing requirements of display manufacturers on one hand, and the paper box trade on the other. A cut in paper board for display would obviously curtail seriously a very important market for lithography.

Litho houses who produce containers, wrappers and displays for cosmetics and other toilet goods may be affected by a possible voluntary action being considered by the Toilet Goods Association. The association is currently quizzing members for their opinions on these questions-Would you be willing to distribute display material only twice a year, spring and fall; Would you be willing to have not more than two window and/or counter cards in 1943? Would you restrict your . . . merchandising plans for the duration . . . with no combination packages . . . ?

One of our rivals in the litho trade paper field has pointed out to us the inaccuracy of an overzealous claim which we permitted ourselves to make in a "house ad" last month regarding circulation. We claimed for M.L. "subscribers among 192 more litho plants than the second publication in the field." The correct claim should have been "192 more subscribers among litho plants." We are glad to make this correction. There is no way of determining accurately from A.B.C. records, as a matter of fact, among just how any additional plants our extra subscribers are divided. It could be among more than 192 plants.



HIGH CONTRAST

THE degree of tone separation between the maximum and minimum density in a negative is called negative contrast.

Agfa Ansco Reprolith Film is recognized for its extremely high contrast.

You can be certain of the other film characteristics required by every lithographer. High resolving power, wide latitude and anti-halation protection—you'll find them all in Agfa Ansco Reprolith!

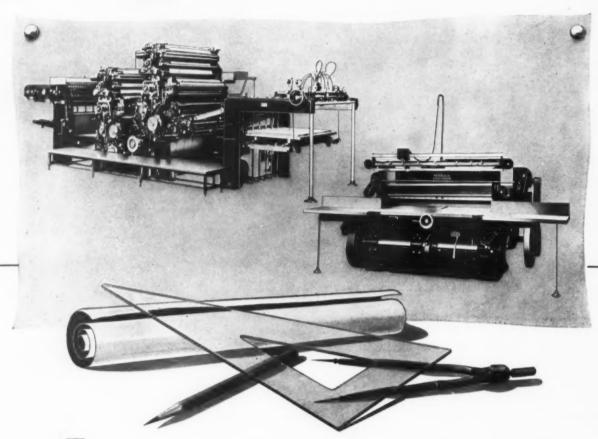
This great film comes in Regular, Thin Base, Pan, and Ortho types. Graphic Film Division, Agfa Ansco, Binghamton, New York.

100 YEARS OF SERVICE TO AMERICAN PHOTOGRAPHY



ENGINEERED BY THE SAME CODE OF

Precision Craftsmanship



The greatest advancement in the mechanics surrounding the printed word has taken place during the past twenty-five years. During this time our Engineering organization has established a continuous record of improvement, attaining finally in the production of both printing press and bindery equipment that realization of precision which is the highest honor in

craftsmanship and the greatest merit in performance. One code of constructive engineering thought governs all HARRIS-SEYBOLD-POTTER COMPANY products. Right now our entire production facilities are engaged in war work. But after victory we shall return stronger than ever to pick up the suspended task of regular service to the printers of America and of the world.

MARRIS · SEYBOLD

HARRIS DIVISION

CLEVELAND, OHIO

MANUFACTURERS OF OFFSET LITHOGRAPHIC · LETTERPRESS AND GRAVURE PRINTING MACHINERY · · · · · ·

POTTER · COMPANY

SEYBOLD DIVISION

DAYTON, OHIO

MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS • KNIFE
GRINDERS • DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS

